

Tuesday November 3, 2015

# UNIT 3: SELLING

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*Introducing*  
**The G SERIES**  
— GATORADE HAS EVOLVED —

01 PRIME 01  
02 G SERIES  
03 RELEASER 03

gatorade.com/Gseries

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## TOP 10 BEST SELLING RETAIL PRODUCTS

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=RyW4Q-TB0ZQ](https://www.youtube.com/watch?v=RyW4Q-TB0ZQ)

Top 10 Best-Selling Retail Products

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## THE SALES FUNCTION

- ✘ Sales generate revenue
- ✘ Loyal customers generate sales
- ✘ Satisfied customers become loyal customers

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## SALES TRENDS AND TECHNOLOGY

- ✘ Websites and social media
- ✘ Email
- ✘ Customer loyalty programs
- ✘ Computer software
- ✘ Mobile devices
- ✘ Partnerships

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## SALES MANAGEMENT FACTORS

- ✘ Company policies
- ✘ Training
- ✘ Compensation and quota
- ✘ Legal and ethical issues

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## SALES POSITIONS

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- ✘ Personal selling refers to direct contact between a salesperson and customer.
  
- ✘ There are 4 types of sales positions:
  - + Retail
  - + Industrial and service
  - + Telemarketing and non profit
  - + Online

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### ✘ Retail Businesses

- + Customers venture into stores, not pre-sold.
- + Pre-sold as a result of websites and displays.

### ✘ Industrial and Service Businesses

- + *Organizational selling*
  - ✘ Sales between two or more companies/business groups.
  - ✘ Sales exchange occurring at customers place of business requires salesperson to make contact.

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### ✘ Telemarketing

- + Solicitation via phone calls.
  - ✘ Duct cleaning
  - ✘ Do not call registry

### ✘ Internet Website and Sale

- + Boost company sales.
- + Offer promotions.
- + Black Friday, Cyber Monday

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## **SALES STATISTICS**

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT  
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP  
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP  
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS  
2% OF SALES ARE MADE ON THE FIRST CONTACT  
3% OF SALES ARE MADE ON THE SECOND CONTACT  
5% OF SALES ARE MADE ON THE THIRD CONTACT  
10% OF SALES ARE MADE ON THE FOURTH CONTACT  
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

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## **STEPS OF A SALE**

1. Approach the customer.
2. Determine the need.
3. Present the product.
4. Overcome objections.
5. Close the sale.
6. Perform suggestion selling.
7. Build relationships.

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## **CUSTOMER DECISION MAKING TO PURCHASE**

- ✗ Previous experience with product/company.
- ✗ Frequency of purchasing product.
- ✗ Amount of information necessary to make a wise decision.
- ✗ Importance of purchase to customer.
- ✗ Risk involved with purchase.
- ✗ Time constraints for making the decision to purchase.

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## TYPES OF DECISION MAKING

- ✦ **Extensive**
  - + Little to no previous experience with the product.
  - + Perceptions have been developed and risk assessed prior too.
  - + Large purchases.
- ✦ **Limited**
  - + Purchasing items that have been purchased before but not often.
- ✦ **Routine**
  - + Little information is needed.
  - + Favorable past experiences.

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## EFFECTIVE SALES PEOPLE



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## HOMEWORK QUESTIONS

- ✦ What is the relationship between selling and marketing?
- ✦ Identify how emails, customer loyalty programs or the use of mobile devices are used to ensure customer satisfaction.
- ✦ How is retail selling different from organizational selling?
- ✦ What are some products you purchase that involve routine decision making?
- ✦ Why is honesty a key characteristic of an effective seller?

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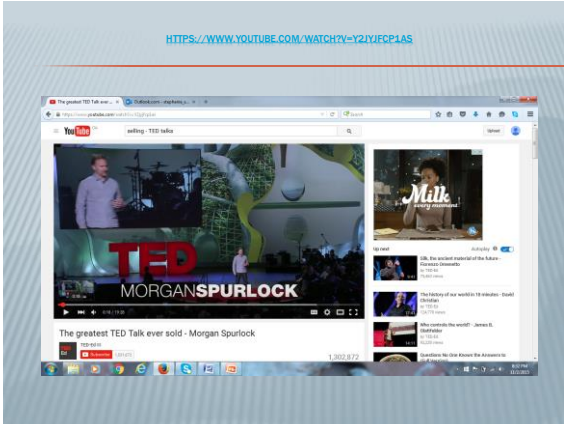
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[HTTPS://WWW.YOUTUBE.COM/WATCH?v=y2jvFCP1AS](https://www.youtube.com/watch?v=y2jvFCP1AS)



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