

# Chapter 13 Beginning the Sales Process

## Section 13.1 Preliminary Activities



### Note Taking Main Ideas and Supporting Details

**Directions** As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> <li>• sources of product information: experience with product, published materials, Web sites, formal training</li>   <li>• match characteristics of product to customer's needs and wants</li>   <li>• prospect may be business or individual</li>   <li>• endless chain method: asking previous customers for names of potential customers</li> </ul>	<p><b>GETTING READY TO SELL</b></p> <ul style="list-style-type: none"> <li>• Before selling, salespeople need to gather information about their products, industry trends, and competition.</li> </ul> <p><b>FEATURE-BENEFIT SELLING</b></p> <ul style="list-style-type: none"> <li>• Product features include basic, physical, and extended.</li> </ul> <p><b>PROSPECTING</b></p> <ul style="list-style-type: none"> <li>• Prospecting is looking for new prospects, or is potential customers.</li> </ul>
<p style="text-align: center;"><b>Summary</b></p> <p>To prepare to make sales, salespeople need to study products, industry trends, and the competition.</p>	

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### Real-World Application Features and Benefits

**Directions** Prepare a detailed feature-benefit chart for the Sony CFD-970 Sports Series MP3 Player/Satellite Radio Player. Remember, to develop customer benefits, you need to answer these two questions:

- (1) How does the feature help the product's performance?
- (2) How does performance information give customers a personal reason to buy?

#### Feature-Benefit Chart

##### Sony CFD-970 Sports Series MP3 Player/Satellite Radio Player

**Product Feature:** high-impact plastic case with waterproof seals

**Customer Benefits:** rugged and splash-resistant to help keep out water, moisture, and dirt, which allows you to take the recorder anywhere you go

**Product Feature:** built-in MP3 and satellite radio (with a 1-year subscription to the satellite radio service of your choice)

**Customer Benefits:** \_\_\_\_\_  
\_\_\_\_\_

**Product Feature:** Sony Mega Bass® sound system.

**Customer Benefits:** \_\_\_\_\_

**Product Feature:** satellite radio tuner

**Customer Benefits:** \_\_\_\_\_

**Product Feature:** two-way power supply (two AAA batteries or household current)

**Customer Benefits:** \_\_\_\_\_

**Product Feature:** two four-inch speakers

**Customer Benefits:** \_\_\_\_\_

**Product Feature:** weight: 4 oz., 5 oz. with batteries

**Customer Benefits:** \_\_\_\_\_

What additional features would you add to the feature-benefit chart?

\_\_\_\_\_

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### Study Skills Learning New Vocabulary

**Directions** Use the tips to help you learn new vocabulary. Then match each definition with the correct term from the Word Bank. (Not all terms will be used.)

Learning New Vocabulary
<ul style="list-style-type: none"> <li>• When learning new words, concentrate on only a few terms at a time instead of trying to learn many words at once. When you are truly comfortable with the new words, only then should you move on to learn the next set.</li> <li>• Look for words in bold or italicized print as you read. These are often key terms. Make sure you know what these words mean before you read the next section.</li> </ul>

Word Bank		
cold canvassing	selling points	product features
feature-benefit selling	prospect or lead	customer benefits
merchandising	rational motive	emotional motive
patronage motives	physical features	referrals
extended product features		

- \_\_\_\_\_ 1. matching product characteristics to a customer's needs and wants
- \_\_\_\_\_ 2. advantages or personal satisfaction a customer will get from a good or service
- \_\_\_\_\_ 3. coordination of sales and promotional plans with buying and pricing
- \_\_\_\_\_ 4. reasons for remaining a loyal customer of a company
- \_\_\_\_\_ 5. a potential customer
- \_\_\_\_\_ 6. basic, physical, or extended attributes of a product or purchase
- \_\_\_\_\_ 7. conscious, factual reason for a purchase
- \_\_\_\_\_ 8. a product's tangible attributes that help explain how a product is constructed
- \_\_\_\_\_ 9. intangible attributes related to the sale of a product that customers find important
- \_\_\_\_\_ 10. technique used when a salesperson tries to locate potential customers with little or no direct help

# Chapter 13 Beginning the Sales Process

## Section 13.2 First Steps of a Sale



### Note Taking Main Ideas and Supporting Details

**Directions** As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> <li>• first step of approach: establish rapport</li>   <li>• need to know customer needs early in sales process</li> </ul>	<p><b>THE APPROACH</b></p> <ul style="list-style-type: none"> <li>• The first face-to-face contact with the customer is the most important part of making a sale.</li> </ul> <p><b>DETERMINING NEEDS</b></p> <ul style="list-style-type: none"> <li>• Three methods in determining customers' needs and wants are observing, listening, and questioning.</li> </ul>
<p style="text-align: center;"><b>Summary</b></p> <p>The approach, the first step of the sale, is critical in that it can make or break the sale.</p>	

# Chapter 13 Beginning the Sales Process

## Section 13.2 First Steps of a Sale



### Real-World Application Determining Needs

**Directions** Imagine that you work in a retail store that specializes in outdoor apparel and sporting goods. After you approach a customer who is looking at the Canyon Meadow jacket, made by Columbia Sportswear Company, you begin to determine her needs.

1. Write one question that you could use to determine why the customer is looking at the jacket.

\_\_\_\_\_

\_\_\_\_\_

2. Write two questions to determine the customer's previous experience with the Columbia Sportswear Company (manufacturer of the Canyon Meadow jacket) and its products.

a. \_\_\_\_\_

\_\_\_\_\_

b. \_\_\_\_\_

\_\_\_\_\_

3. Write four questions related to specific features of the jacket that will help you decide if it is the one that will satisfy your customer's needs and wants.

a. \_\_\_\_\_

\_\_\_\_\_

b. \_\_\_\_\_

\_\_\_\_\_

c. \_\_\_\_\_

\_\_\_\_\_

d. \_\_\_\_\_

\_\_\_\_\_

# Chapter 13 Beginning the Sales Process

## Section 13.2 First Steps of a Sale



### Study Skills Taking Notes During Class

**Directions** Read the tips for taking notes during class and think about how you can use them to improve your test scores. Write a sentence or two to answer each of the questions about the main ideas in Chapter 13.

Taking Notes During Class
<ul style="list-style-type: none"><li>• Listen actively and concentrate on what the teacher is saying.</li><li>• Take notes consistently, but do not try to write down every word.</li><li>• Develop and use a standard method of note taking, such as an outline format.</li><li>• Leave blank spaces between topics so you can fill in additional information later.</li></ul>

1. What role does the salesperson play in the selling process?

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2. Which type of approach is most effective in retail sales? Why?

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3. When determining needs, why is it important for you to discover your customer's motivation for buying?

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4. What should you look for when observing a customer? How can this help your sale?

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## Chapter 13 Beginning the Sales Process

### ◇ DECA Connection Role Play

**Situation:** Assume the role of experienced employee for a company that specializes in providing training materials for the sales and marketing needs of small businesses. Your supervisor (judge) has decided that it would be a good idea to develop several training units in the area of sales and the selling process. Your supervisor (judge) has designated several specific topics in this area. Your supervisor's (judge's) idea is that one employee will be the lead in developing a specific training unit with the other employees contributing their ideas and only limited assistance. You have been designated as the lead employee in developing the topic of initiating the sale.

**Activity:** You are to develop an outline of material that should be included in the *Initiating the Sale* training unit. You are to include customer greetings, acquiring product information, and assessing customer needs. Once your outline is complete you are to review it with your supervisor (judge) before sharing your information with the staff.

**Evaluation:** You will be evaluated on how well you meet the following performance indicators:

1. Prepare for the sales presentation
2. Acquire product information for use in selling
3. Analyze customer needs
4. Establish relationship with client/customer
5. Prepare simple written reports

**Scoring:** Assume each performance indicator is worth 20 points ( $20 \times 5 = 100$  points). Use the evaluation levels listed below for judging consistency.

**Excellent** (16–20) Participant demonstrated the performance indicator in a professional manner; exceeds business standards.

**Good** (10–15) Participant demonstrated the performance indicator in an acceptable manner; meets minimal business standards; there is no need for additional formalized training at this time.

**Fair** (4–9) Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training is required to improve.

**Poor** (0–3) Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training is needed.

# Chapter 13 Beginning the Sales Process



## Academic Integration: English Language Arts Listening—The Key to Effective Selling

**Directions** Analyze the customer’s needs and write one or more selling points based on what you learned from listening to what a customer says.

- Customer A** is in a shoe store. After you approach her she says: “Since I stand a lot at my job, my feet hurt by the end of the day. I know I have to change the shoes I currently wear to work.”

**Determine her needs:** \_\_\_\_\_

**Selling points:** \_\_\_\_\_

\_\_\_\_\_

- Customer B** is in a sporting goods store. He is looking at women’s golf clubs. After you approach him, he says: “My 14 year old daughter has taken a few golf lessons with a pro at the local driving range. She seems interested in golf now, but she does not have her own clubs yet.”

**Determine his needs:** \_\_\_\_\_

**Selling points:** \_\_\_\_\_

\_\_\_\_\_

- Customer C** is a couple is shopping for new furniture for their family room. They have stopped to look at a model room. After you approach them, the wife says: “We are redoing our family room because it needs it.” Husband says: “I often fall asleep in my recliner, so I do not like the idea of getting rid of it. However, it has seen its day. In addition to watching television as a family, our three young children play in the family room frequently.”

**Determine their needs:** \_\_\_\_\_

**Selling points:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Chapter 13 Beginning the Sales Process



## Chapter Vocabulary Sentence Completion

**Directions** Fill in the left column of the chart with the best vocabulary term that matches the definition given. Then write a sentence in the right column using the word. The first one is completed for you.

Content Vocabulary		Academic Vocabulary
merchandising	prospecting	shadowing
feature-benefit selling	prospect	longevity
product features	referrals	rapport
physical features	endless-chain method	astute
extended product features	cold canvassing	
customer benefits	greeting approach	
selling points	service approach	
buying motives	merchandise approach	
rational motives	nonverbal communication	
emotional motives	open-ended question	
patronage motives		

Definition	Sentence
Matching the characteristics of a product to a customer's needs and wants feature-benefit selling	1. The Comfy Baby Carriage Company used feature-benefit selling by highlighting its product's light weight and safety components, something its competition didn't have.
Long-lived; duration of service	2.
Looking for new customers	3.
Coordination of sales and promotional plans with buying and pricing	4.
Those requests that require more than a "yes" or "no" answer	5.
A technique used by salespeople to ask customers if they need assistance	6.

## Chapter 13 Beginning the Sales Process



### Test-Taking

**Directions** Study the Test-Prep Tips and think about how you can use them to improve your test scores. Circle the letter of the word or phrase that completes each of the following questions. (There may be more than one correct answer.)

#### Test-Prep Tips

- During study time, reward yourself with short breaks to stretch your body and quiet your mind.
- When studying for a test, take a 10-minute break every hour and reward yourself with a call to a friend, a walk, a bike ride, or a healthy snack.
- Set an alarm or keep an eye on your watch. Breaks should only last about 10 minutes.

1. Extended product features for a Reebok running shoe might include the:
  - a. Duratech rubber sole.
  - b. Reebok brand name.
  - c. removable molded sock liner.
  - d. limited warranty.
2. When a salesperson researches a prospect to determine if he or she needs the product the salesperson is selling, has the financial resources to pay, and is the person who has the authority to buy, we say the salesperson is:
  - a. prospecting.
  - b. using the endless chain method.
  - c. cold canvassing.
  - d. qualifying the lead.
3. “You are looking at the newest tennis racket in the Prince line. It has a bigger sweet spot than any of the previous models.” This is an example of:
  - a. the greeting approach method.
  - b. the merchandise approach method.
  - c. the research approach method.
  - d. the service approach method.
4. General concepts that industrial salespeople would use in their opening statements to prospective customers during the initial approach include all of the following except:
  - a. having the financial resources to pay.
  - b. being a better competitor.
  - c. increasing productivity.
  - d. reducing costs and expenses.
5. Determining needs is an important step in the sales process because
  - a. it helps you focus everything you say and do on your customer’s needs and wants.
  - b. it gives you an opportunity to show and tell the customer everything you know about the product.
  - c. you cannot handle customers’ objections without having first determined their needs.
  - d. it is the first contact that you have with the customer and therefore can make or break the sale.