

Chapter 13 Beginning the Sales Process

Section 13.1 Preliminary Activities

Section Graphic Organizer

Directions Write in the preliminary activities associated with the sales process, using the outline.

<p>I. Getting ready to sell</p> <p>A. Product Knowledge</p> <ol style="list-style-type: none"> 1. 2. 3. <p>B.</p> <p>C.</p>	<p>II. Feature-Benefit Selling</p> <p>A. Product Features</p> <ol style="list-style-type: none"> 1. 2. 3. <p>B.</p> <p>C.</p> <p>D.</p> <p>E. Customer Buying Motives</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 	<p>III. Prospecting</p> <p>A. Prospecting Techniques</p> <ol style="list-style-type: none"> 1. 2. 3. <p>B.</p>
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