

Chapter 13 Beginning the Sales Process

Section 13.2 First Steps of a Sale

Section Graphic Organizer

Directions Write an outline of this section's content in the chart.

I. The approach	II. Determining needs
<p>A. Approach in organizational selling</p> <ol style="list-style-type: none">1.2.<ol style="list-style-type: none">a.b. <p>B. Approach in retail selling</p> <ol style="list-style-type: none">1.2.<ol style="list-style-type: none">a.b.c.	<p>A.</p> <p>B.</p> <ol style="list-style-type: none">1.2.3.