

## Chapter 15 Closing the Sale

### Section 15.2 Customer Satisfaction

#### Section Outline with Content and Academic Vocabulary

##### Section Outline

###### Suggestion Selling

- Benefits of Suggestion Selling

- Rules for Suggestion Selling

- Suggestion Selling Methods

  - Offering Related Merchandise

  - Recommending Larger Quantities

  - Calling Attention to Special Sales Opportunities

###### Maintaining and Building a Clientele

- After-Sales Activities

  - Order Processing

  - Departure

  - Order Fulfillment

  - Follow-Up

- Customer Service

  - Offering Special Services

    - E-Mail & Social Media

    - Online Customer Support

    - Special Retail Services

    - Special Vendor Services

    - Customer Training

  - Handling Customer Complaints

- Planning Future Sales

  - Keeping a Client File

  - Evaluate Your Sales Efforts

##### Content Vocabulary

**suggestion selling** Selling additional goods or services to the customer. (p. 353)

##### Academic Vocabulary

**appreciate** To recognize with gratitude; be grateful for. (p. 353)

**volume** The property of something that is great in magnitude. (p. 353)