

## Chapter 13 Beginning the Sales Process

### Section 13.2 First Steps of a Sale

#### Review Key Concepts

1. Asking the right questions gets the customer talking and allows the salesperson to zero in on the customer's needs and wants.
2. Retail approach methods include the greeting approach, the service approach, and the merchandise or theme approach.
3. In organizational sales, the needs should be determined when qualifying a prospect. In retail sales, the needs should be determined during or immediately after the approach.

#### Practice Academics

##### English Language Arts

4. All skits should demonstrate one of the appropriate retail sales approaches and the proper order of questioning to determine a customer's needs in the sale of a pair of running shoes. The first question should be general (are you looking for an athletic shoe for yourself? What type of athletic shoe are you looking for (running shoe), what running shoe brand are you presently using? As the skit progresses the questions should get more specific regarding special requirements, size, and color.

##### Mathematics

5. \$480 ( $\$1,800 \div 4 + \$30 = \$480$ )