

## Chapter 15 Closing the Sale

### Section 15.2 Customer Satisfaction

#### Review Key Concepts

1. Suggestion selling benefits the salesperson in that the customer will want to do business with the salesperson again and the salesperson will have higher sales figures. It benefits the company since the time and cost involved in suggestion selling is less than the cost of making the original sales and therefore net revenues will increase. It benefits customers because they will be more pleased with the original purchase because they will have what they need to be able to use it.
2. Accept all reasonable answers. Some related camping items include: sleeping bags, backpacks, camper tools, folding chairs, cots, folding tables, nylon rope, lantern, flashlight, tent fan, and hammock.
3. As a follow-up to a sale, salespeople should make arrangements to follow through on all promises made during the sales process. They also should check on the customer's satisfaction with the purchase, as well as delivery of the merchandise and send a thank you note with a business card attached.

#### Practice Academics

##### English Language Arts

4. Students should prepare a written plan of how they would train a new salesperson. Students should use a product of their choice as an example for activities such as suggestion selling. In the suggestion selling portion of the plan, students should discuss its benefits, list the five suggestion selling rules, and provide examples of cross-selling, up-selling, and promoting special sales opportunities. Students should then discuss after-sales activities, such as order processing, thanking the customer, and making certain the order is properly filled. Lastly, the student should present specific examples of how to build an on-going relationship, such as notifying the customer of any delivery delays, calling for feedback, and writing a thank you note.

##### Mathematics

5. European customer: \$552 ( $460 \times 1.20$ ); Japanese customer: \$501.40 ( $460 \times 1.09$ ); New Zealand customer: \$690 ( $460 \times 1.50$ )