

Chapter 13 Beginning the Sales Process

Section 13.2 First Steps of a Sale

Section Outline with Content and Academic Vocabulary

Section Outline

The Approach

Organizational Selling

Arrive Early

Greet and Engage Customer

Engaging a Current Customer

Engaging a New Customer

Retail Selling

Timing the Retail Approach

Retail Approach Methods

Greeting Approach

Service Approach

Merchandise or Theme Approach

Determining Needs

When to Determine Needs

How to Determine Needs

Observing

Listening

Questioning

How to Refine Questions

Question Do's and Don'ts

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Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

greeting approach A retail approach method in which the salesperson welcomes the customer to the store. (p. 308)

service approach A retail-selling method in which salespeople ask customers if they need assistance. (p. 313)

merchandise approach A retail-sales method, also called the theme approach, in which the salesperson makes a comment or asks a question about a product in which the customer shows an interest. (p. 309)

nonverbal communication Expressing oneself without the use of words, such as with facial expressions, eye, movement, and hand motions. (p. 314)

open-ended question A question that requires more than a “yes” or “no” answer and requires respondents to construct their own response. (p. 316)

Academic Vocabulary

rapprochement A feeling of sympathetic and mutual understanding. (p. 311)

astute Marked by practical hardheaded intelligence. (p. 310)