

Chapter 13

Initiating the Sale

- **Section 13.1 The Sales Process**
- **Section 13.2 Determining Needs in Sales**



What Is Selling?

Key Terms

service
approach

greeting
approach

merchandise
approach

Objectives

- List the seven steps of a sale
- Explain the importance and purposes of the approach in the sales process

What Is Selling?

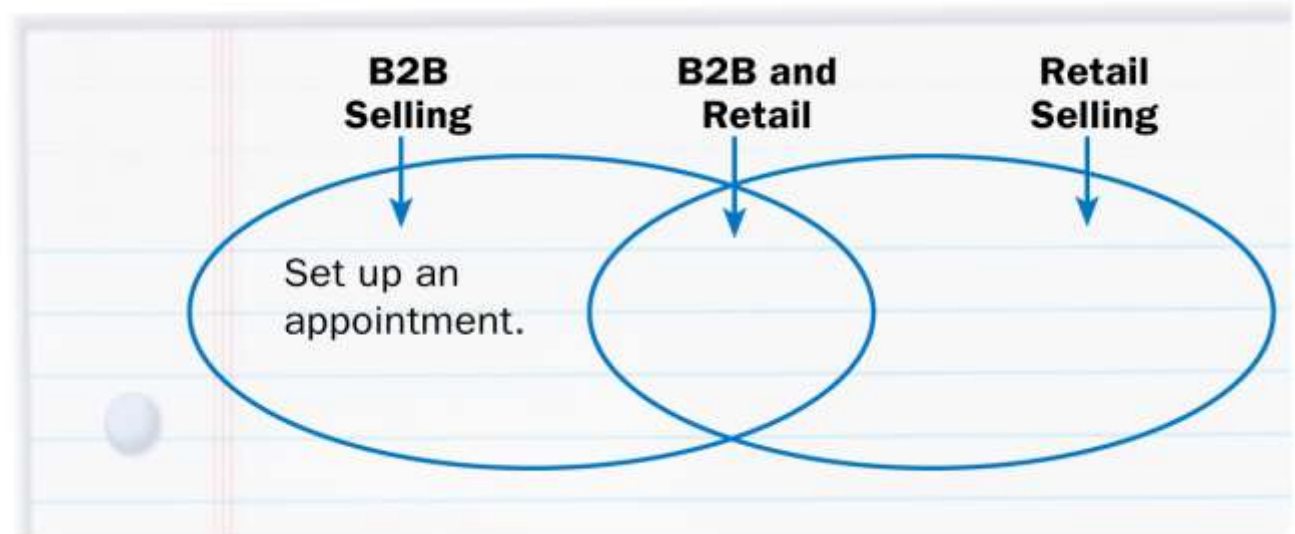
Objectives

- Demonstrate how business-to-business sales representatives conduct the initial approach
- Name three methods for making the initial approach in retail sales

What Is Selling?

Graphic Organizer

Prepare a chart similar to this one to identify the steps of a sale.

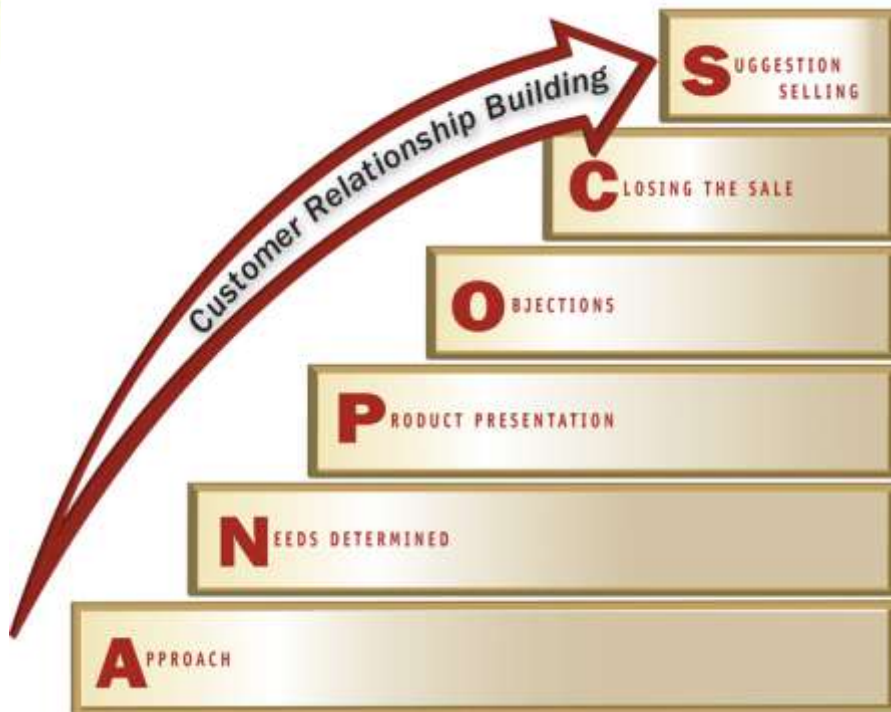


The Selling Process

Selling is the process of matching customer needs and wants to the features and benefits of a product or service. There are seven key steps:

- Approaching the customer
- Determining needs
- Presenting the product

The Selling Process



- Overcoming objections
- Closing the sale
- Suggestion selling
- Relationship building

Approaching the Customer

Salespeople can make or break a sale during the first few minutes with a customer. Therefore, the initial approach is critical. It has three purposes:

- Begin a conversation
- Establish a relationship with the customer
- Focus on the product

Approaching the Customer

To begin a conversation, you need to be alert to the customer's interests and buying style. Treat the customer as an individual. Do not stereotype a person because of age, sex, race, religion, appearance, or any other characteristic.

The Approach in Business-to-Business Selling

- In business-to-business selling, the salesperson sets up an appointment in the pre-approach stage of the sale. Arriving early shows interest and gives you time to organize your thoughts.
- Introduce yourself with a firm handshake.

The Approach in Retail Selling

There are three methods you can use in the initial approach to retail customers:

- The service approach
- The greeting approach
- The merchandise approach

The Approach in Retail Selling

service approach



A way to approach a customer that focuses on asking the customer if he or she needs assistance.

With the **service approach** ◀, the salesperson asks the customer if he or she needs assistance. An open-ended question such as “How can I help you?” offers the customer the opportunity to respond with more than a “yes” or “no.”

The Approach in Retail Selling

greeting approach



A way to approach a customer that focuses on welcoming the customer to the store.

With the **greeting approach** ◀, the salesperson simply welcomes the customer to the store. This lets the customer know that the salesperson is available for any questions or assistance.

The Approach in Retail Selling

merchandise approach



A way to approach a customer that focuses on making a comment or asking questions about a product in which the customer shows interest.

With the **merchandise approach**, the salesperson makes a comment or asks questions about a product in which the customer shows interest. This method can only be used if a customer stops to look at a specific item.

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SECTION 13.1 REVIEW

SECTION 13.1 REVIEW

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Determining Needs in Sales

Key Terms

nonverbal
communication

open-ended
questions

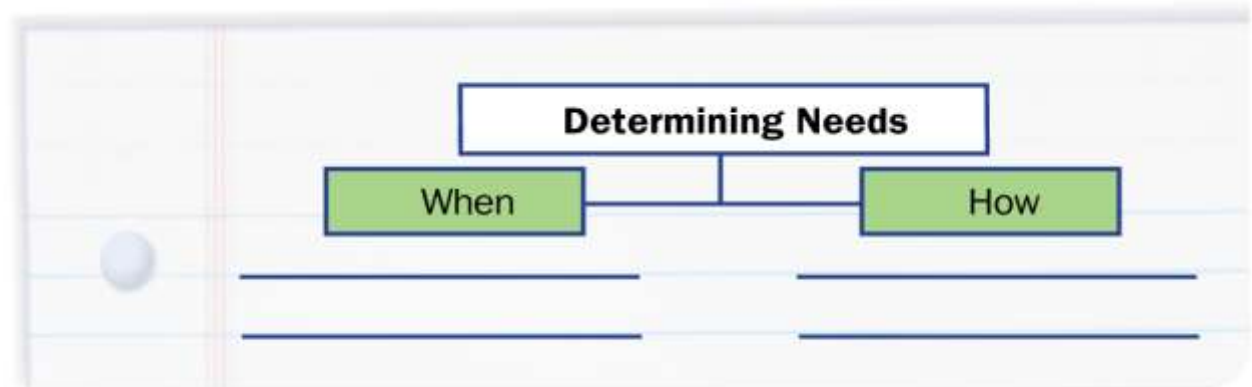
Objectives

- Explain why determining needs is an essential step in the sales process
- List three methods for determining needs

Determining Needs in Sales

Graphic Organizer

Prepare a chart to review when and how to determine needs in the sales process.



Determining Needs

In this step of the sale, your job is to uncover the customer's problems or reasons for wanting to buy. It is your job to determine those needs so you can offer one or more solutions.

When to Determine Needs

The salesperson's focus should be to determine the customer's needs as early in the sales process as possible.



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How to Determine Needs

There are three methods used to determine customer needs:

- Observing
- Listening
- Questioning

How to Determine Needs

nonverbal communication

Expressing oneself without the use of words.

When you observe a customer, look for clues about a customer's mood and interest in a product. **Nonverbal communication** ◀ is expressing yourself without words. Clues can be found in:

- Facial expressions
- Hand motions and eye movements

How to Determine Needs

Listening helps you pick up clues to the customer's needs. When you begin determining needs, first ask general questions about the product. Build questions around words like *who*, *what*, *when*, *where*, *why*, and *how*.

How to Determine Needs

If someone was buying a copier, you could ask:

- Who will be using the copier?
- What type of copier is the person presently using?
- How much experience has the person had with copiers?

How to Determine Needs

open-ended questions

Questions that require respondents to construct their own answers.

Once you have an idea of the customer's general needs, then you can ask more specific questions relating to the product. **Open-ended questions** ◀ are those that require more than a yes or no answer.

How to Determine Needs

Here are some dos and don'ts guidelines for questioning:

- Ask open-ended questions.
- Ask clarifying questions to understand the customers' needs.
- Do not ask too many questions.

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SECTION 13.2 REVIEW

SECTION 13.2 REVIEW

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FOCUS on KEY POINTS

Section 13.1

- Seven steps in the sales process are approach, determining needs, product presentation, overcoming objections, closing the sale, suggestion selling, and relationship building.
- Relationship building is important to create loyal customers.

continued

FOCUS on KEY POINTS

Section 13.1

- The three purposes of the approach are to begin a conversation, build a relationship, and focus on the product.
- The approach in business-to-business selling is different from that in retail selling.

continued

FOCUS on KEY POINTS

Section 13.2

- Determining needs is a step in the sales process that should begin as soon as possible and continue throughout the process.
- Three methods that help in determining needs are observing, listening, and asking questions.



This chapter has helped prepare you to meet the following DECA performance indicators:

- Explain the selling process.
- Establish relationship with customer.
- Recommend specific product.
- Orient new employees.
- Foster positive working relationships.



CHAPTER 13 REVIEW

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