

SESSION 11: SUCCESSFUL SELLING

ATTITUDE IS EVERYTHING!

Business Image Worksheet

Answer the following questions, and think about how these topics relate to your business image.

1. How important are first impressions in the business world? How will you make sure that you and your employees make a good first impression for your business?

2. What standards of dress and personal hygiene will you set for yourself? For your employees?

3. What verbal and written language standards will you have for yourself and your employees?

4. Describe how the image you present when dealing with customers will affect your brand identity.

5. What sales training will you seek for yourself, and where will you get it? What sales training will you offer your employees?

Sales Success Worksheet

Learning effective sales techniques can make the difference between just talking with customers and actually making a sale.

1. In the space below, list the features of your product as you'll describe them to customers. Then, following the example in the first row, describe how each feature benefits your customers.

Features	Benefits
<i>Free installation of computer</i>	<i>Time savings Convenience Customer knows it will be done right</i>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

2. List the main customer objections you expect to hear (e.g., “Your price is too high!”), and explain how you’ll overcome each one.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

3. Write a short sales pitch for your product. At a minimum, it should include a personal and business introduction, a description of your product, and a description of features and benefits.

[illegible]

Closing Techniques Worksheet

1. Give examples of each of the closing techniques listed below.

Closing Techniques	Action
Basic close using a sales form or invoice	Go get an invoice and start filling it out. Unless the customer objects or stops you, you're closing the sale.
Offer alternative choices	
Close by comparing the pros and cons of buying your product	
Ask closing questions and summarize	
Cite examples of others who have purchased from you	
Use a secondary question	
Isolate the customer's objection and overcome it	
Other:	

2. A satisfied customer is the best source for new and ongoing business. What kind of follow-up will increase your chance for add-on sales, and for keeping your customers?

Customer Service Worksheet

When answering these questions, think about your own experiences with customer service.

1. **Think back on a time when you, as a customer, were upset by the attitude of a salesperson. Why were you upset? Be specific about what the person did or said that bothered you.**

2. **Now, look at that same situation and describe what you would have done differently, if you'd been the salesperson.**

3. **Think about the last time you had an argument with a salesperson. How did you feel after you left the business?**

4. **Again, if you'd been that salesperson, what would you have done differently? Describe exactly what you would've said and done to avoid an argument.**

Positive Talk Worksheet

1. As the owner of a business, you'll often be feeling busy and stressed. How will you stay positive at times like these?

2. In your business, is getting to know your customers by name an important part of customer service? Why, or why not?

3. What system will you use to memorize customer names and preferences?

Recognizing Customer Needs Worksheet

Step 1: Understanding Your Customers' Needs

All customers have basic needs. If you're responsive to these needs, they'll be happy. If you're not, they may get upset. In the chart below, describe ways of being responsive and unresponsive to each of these basic customer needs.

What Your Customer Needs	Responsive	Not responsive
To feel welcome		
To be understood		
To feel important		
To feel comfortable		

Step 2: Immediate Attention

1. Think about the last time you waited to get attention from a salesperson. How did you feel while waiting? How long did you wait before getting angry? What was your attitude when you finally got some attention? Did you buy anything?

[illegible]

Recognizing Customer Needs Worksheet—continued

2. What will you do to ensure that your customers don't have to wait a long time for attention?

Step 3: Listening

3. How does listening to your customers show thoughtfulness?

4. Name some techniques that will help you listen to and understand your customers.

Finding Common Ground Worksheet

1. What are some of the best ways to help customers find what they need?

2. As a customer, what do you expect from businesses you patronize?

3. What will you do to meet and exceed your customers' expectations?

Building Trust Worksheet

1. How will you build trust with new customers?

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2. What are the five steps for handling customer complaints?

[illegible]

Creating Customer Loyalty Worksheet

It costs much less to keep an existing customer than to find a new one, so taking care of your existing customers is a big part of your customer service policy. Explain how you'll use the following techniques to help retain existing customers:

1. Phone contact/follow-up:

2. Special mailings:

3. Surveys:

4. Internet:

5. Who in your business will be specifically responsible for customer service?

6. How does your customer service policy fit with your goals for your business?



Your Worksheets Assignment Due for Session 12

Make sure you review your answers to all of the questions before trying to complete the “Writing Your Business Plan” assignment. Write down any questions you have, so we can discuss them at the start of Session 12.

The assignments from Sessions 9 and 10 were fairly long and required some research. Be sure to let your instructor know if you’re falling behind, and ask for help if you need it.



Writing Your Business Plan

Review the answers to the worksheet questions before trying to write this section of your business plan. Then, using the heading and subheadings below, write this final piece of your Marketing Plan.

Section V. The Marketing Plan C. Marketing Strategies (continued)

Customer Service

Sales Training

What will you do to make sure you keep getting better at selling? Will you seek sales training? Will you provide ongoing training for employees? Review your answers to the Sales Success Worksheet questions.

Customer Service Strategy

Review the remaining worksheet questions. Describe your customer service strategy, and explain how you, as the owner, will be the model for good customer service techniques. List specific customer service policies you plan to use.

Next, discuss whether you’ll offer customer service training to your employees. Will you have weekly or monthly meetings to discuss customer service issues? Will employees (including yourself) attend customer service seminars?

Finally, describe how your customer service strategy fits with your brand identity and other marketing strategies, and with the overall goals you’ve set for your business.