

INGRAM / LAFORGE / AVILA / SCHWEYKER / WILLIAMS 3

6 SELL

Planning Sales Dialogues and Presentations

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Sales Dialogue

Business conversations between buyers and sellers that occur as salespeople attempt to initiate, develop, and enhance customer relationships.

Sales dialogue occurs over time and includes sales calls and other forms of buyer-seller communication.

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Customer-Focused Sales Dialogue

Initiating Customer Relationships	Developing Customer Relationships	Enhancing Customer Relationships
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Customer-Focused Sales Dialogue

Sales Calls	Sales dialogue occurs over time and includes sales calls and other forms of buyer-seller communication.
Need Discovery	
Sales Presentations	

Follow-Up; Build More Value

Throughout the process, selling strategy must focus on customer needs and how the customer defines value.

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Evaluating Sales Proposal (Five Important Dimensions)

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5 Important Dimensions

- Reliability
- Assurance
- Tangibles
- Empathy
- Responsiveness

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Organized Sales Dialogues

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Conversations over multiple encounters including sales calls, phone calls, email, etc.

Conversations are customized based on each customer's unique characteristics.

May include standardized marketing communications material.

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Sales Dialogue Template

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UNIT 4
Sales Dialogue Template

A. Prospect Information

1. Company Name: _____ Type of Business: _____

2. Contact Name: _____

B. Product/Service Information

3. Product/Service Name: _____ Sub Title: _____

4. Other people involved in the purchase decision:

Name/Last Name	Relationship	Role in Purchase Decision

C. Customer Sales Representative. A brief statement of how you will add value to the customer's business by meeting a need for product, or service, by providing benefits, and description of the product or service.

5. Product/Service that will be sold:

6. Value Proposition Statement:

7. Value of all goods and services provided to customer when making a purchase, including intangible information, etc.:

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Buying Motives

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- **Rational**
Typically relate to the economics of the situation, including cost, profitability, quality, services offered, and the total value of the seller's offering as perceived by the customer.
- **Emotional**
Includes motives such as security, status, and need to be liked; sometimes difficult for salespeople to uncover these motives.



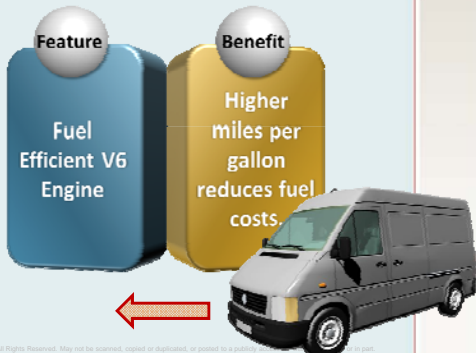
Features and Benefits

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Features and Benefits

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Engaging the Customer

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Request an appointment

- Give the prospect a reason why an appointment should be granted
- Request a specific amount of time
- Suggest a specific time for the appointment



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Exercise

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- select a real product to be sold to a real prospect
- identify at least two key buying motives for the prospect
- complete the Sales Dialogue and Presentation Planning Template.

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