



- 1. How is personal selling different from other forms of marketing communications?
- 2. What are the key differences between transaction-focused traditional selling and trust-based relationship selling?
- 3. How do salespeople contribute to our society? Are there negative aspects of personal selling from a societal perspective?
- 4. What are the primary contributions made by salespeople to their employers?

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- 5. Most businesses would have a difficult time surviving without the benefits of the salespeople who call on them. Do you agree?
- 6. How are need satisfaction and problem-solving selling related? How do they differ?
- 7. How does the consultative selling approach differ from problem-solving and need satisfaction selling? Explain the three key roles of consultative salespersons.
- 8. How important is teamwork between the customer and the sales organization in practicing consultative selling? How does teamwork within the sales organization factor into consultative selling?

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How is personal selling different from other forms of marketing communications?

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Personal Selling – Defined

An important part of marketing that relies heavily on interpersonal interactions between buyers and sellers to initiate, develop, and enhance customer relationships.

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Video Exercise

Empathy, ego drive, strong interpersonal communication, and enthusiasm

1. **Comment on the sales professional’s performance in areas mentioned above.**
2. **Comment on the role that these sales people contribute to society.**
3. **What managerial roles do you see in the clip?**

Mark – Manager for Player One
 Lisa – Sales Rep for Alpha Tech – Security system provider trying to earn the customer away from Goodman
 Jim – Sales Rep for Goodman – Current provider of security system

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What are the key differences between transaction-focused traditional selling and trust-based relationship selling?

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Trust-Based Relationship Selling

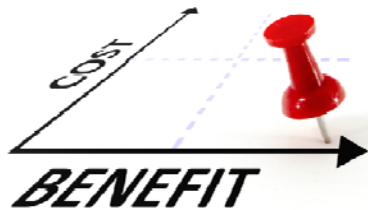
Requires that salespeople:



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Customer Value

The customer's perception of what they get for what they have to give up.



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Sales Dialogue

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



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Purpose of Sales Dialogue

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Allows for more thorough qualifying.

Clarify the prospect's situation and buying process.

Helps determine prospective customer's unique needs.



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Transaction-Focused Selling vs. Trust-Based Relationship Selling

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EXHIBIT 1.1
Comparison of Transaction-Focused Traditional Selling with Trust-Based Relationship Selling

	Transaction-Focused Traditional Selling	Trust-Based Relationship Selling
Typical skills required	Selling skills, e.g., finding prospects, making sales presentations	Selling skills, information gathering, listening and questioning, strategic problem solving, creating and demonstrating unique, value-added solutions, teambuilding and teamwork
Primary focus	The salesperson and the selling firm	The customer and the customer's customers
Desired outcomes	Closed sales, order volume	Trust, joint planning, mutual benefits, enhance profits
Role of salesperson	Make calls and close sales	Business consultant and long-term ally, key player in the customer's business
Nature of communications with customer	One-way, from salesperson to customer, pushing products	Two-way and collaborative, strive for dialogue with the customer

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Sales Professionalism



A customer-oriented **approach** that uses **truthful, non-manipulative tactics** to satisfy the long-term needs of both the customer and the selling firm.

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Contributions of Personal Selling: Salespeople and Society

- Salespeople help stimulate the economy.
- Salespeople help with the diffusion of innovation.



Nothing happens until somebody sells something!

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Contributions of Personal Selling: Salespeople and the Employing Firm

- Salespeople generate revenue.
- Salespeople provide market research and customer feedback.
- Salespeople become future leaders in the organization.



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Contributions of Personal Selling: Salespeople and the Customer

- Salespeople provide solutions to problems.
- Salespeople provide expertise and serve as information resources.
- Salespeople serve as advocates for the customer when dealing with the selling organization.



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Alternative Personal Selling Approaches

- Stimulus Response Selling
- Mental States Selling
- Need Satisfaction Selling
- Problem Solving Selling
- Consultative Selling

Adaptive Selling:
the ability of a salesperson to alter his/her sales messages and behaviors during a sales presentation or as they encounter different sales situations and different customers.

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How are need satisfaction and problem-solving selling related? How do they differ?

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Need Satisfaction Selling

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Based on the notion that the customer is buying to satisfy a particular need or set of needs. The salesperson is more dependent upon questioning and listening to uncover the buyer's needs.



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Problem Solving Selling

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An extension of need satisfaction selling that goes beyond identifying needs to developing alternative solutions for satisfying these needs



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Consultative Selling

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The process of helping customers reach their strategic goals by using the products, services, and expertise of the selling organization.

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Occupational Outlook

EXHIBIT 14
Occupational Outlook for Salespeople

Job Type	2008 Employment	Projected Growth 2008-2018 Percentage
Manufacturers and wholesalers (merchandise)	1,540,300	10
Manufacturers and wholesalers (nonmerchandise)	412,700	9
Advertising sales representatives	366,000	7
Real estate agents	304,900	6
Insurance agents	134,800	12
Securities, commodities, and financial services	117,200	9
Total	4,402,200	0
Sub-caregivers	75,000	6
Sales managers	315,000	12

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Advancement Opportunities

Successful salespeople display some of the key attributes necessary for success in executive positions, including:

- Good communicators (including persuasive communication)
- Self Confident
- Motivated
- Determined
- Sound judgment



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Characteristics of Successful Salespeople

- Active Listening
- Service Orientation
- Strong Oral and Written Communication Skills
- Problem Solving
- Logical
- Strategic
- Dependable
- Motivated
- Integrity
- Initiative
- Adaptable



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Job Variety and Independence

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Professional selling is rarely the same from day-to-day. The word "routine" doesn't apply.

Usually, salespeople are accountable for attaining certain goals...how they get there is up to them. There is no "time-clock" and no taskmaster.



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Common Types of Sales Positions

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The Sales Process - Overview

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Chapter Case

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1. What problems do you see with Jeff's H2G sales call?
2. If you were a sales manager, what would you recommend Jeff do to improve his chances of succeeding?
3. What steps should Jeff take to begin to develop a strong relationship with Greg Cox at H2G?

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Continuing Case

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• Brenda had been thinking about Pat Brady's feedback that directed her to become more of a consultative salesperson. In thinking about her own selling approaches, she knew that she had been concentrating on the needs satisfaction and problem-solving approaches. What must Brenda do to become a more consultative salesperson?

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• Three months later, Brenda was having mixed results with the consultative selling approach. She was finding that some of her customers just wanted the convenience of having a copier in their offices, and did not seem eager to discuss their strategic goals. She was beginning to wonder about the consultative selling model, thinking it was not such a good idea after all. What recommendations do you have for Brenda?

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A month before the annual meeting for all NCC sales representatives, Pat Brady told Brenda, “For the upcoming meeting, I want you to prepare a 10 minute presentation about the pros and cons of the basic selling approaches that we use at NCC compared to our competitors.” NCC’s sales training program advocated the use of needs satisfaction, problem-solving, and consultative selling. Many of NCC’s key competitors used the same approaches. However some of the toughest competitors used stimulus response and mental states (AIDA) approaches. This latter category of competitors often stressed lower prices and utilized telemarketing instead of field sales representatives in selling their products. Put yourself in Brenda’s role and prepare the presentation requested by Pat Brady.

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•Early in the year, Pat Brady told Brenda that her efforts were needed to gain more exposure for NCC’s college recruiting program: “Brenda, I want you to be part of a two-person team to help with recruiting on two college campuses in your territory. The other team member will be an experienced recruiter who had sales experience before moving into recruiting. The two of you should seek out opportunities as guest speakers for classes and student organizations. Your role will be to talk about how sales can be a great place to start a career, and for some, a great career path. Think about the future of selling and what it takes to be successful and share your thoughts with students.” Acting as Brenda, make note of ten key points you would like to make about the future of professional selling and what it takes to be successful.
