


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bncdoc.id	K94
bncdoc.author	Lancaster, G
bncdoc.year	1992
bncdoc.title	Sales technique and management.
bncdoc.info	Sales technique and management. Sample containing about 42882 words from a book (domain: commerce)
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<1578/c>	close a sale but instead attempt to achieve 'action agreement' whereby either the salesperson or the doctor agree to do something before their next meeting. This technique has the effect of helping the doctor-salesperson relationship to develop and continue. A useful characteristic for salespeople is persistence. Making a decision to spend large quantities of money is not easy. In most sales situations, no one product is better than its competitors on all evaluative criteria. This means that the salespeople for all of these products stand some chance of success. The final decision may go to the one who is the most persistent in his attempts to persuade the customer that the product meets the buyer's needs. Children learn very quickly that if they are initially refused what they want, asking a second or third time may be successful. The key is knowing where to draw the line before persistence leads to annoyance. Once the sale is agreed, the salesperson should follow two rules. First, he should never display emotions. No matter how important the sale is, and how delighted the salesperson feels, he should remain calm and professional. There will be plenty of opportunity later to be euphoric. Second, he should leave as quickly as is courteously possible. The longer he stays around, the greater the chance the buyer will change his mind, and cancel the order. 5.7 CONCLUSIONS The skills involved in personal selling are explored in this chapter. The necessary skills are examined under the following headings. (i) The opening. (ii) Need and problem identification. (iii) Presentation and demonstration. (iv) Dealing with objections. (v) Negotiation. (vi) Closing the sale. The emphasis in this chapter is on identifying the needs and problems of the potential buyer and presenting a product or service as a means of fulfilling that need or solving that problem. Having identified the skills necessary for successful selling, Part Three examines the types of environment in which selling takes place. PRACTICAL EXERCISE - THE MORDEX PHOTOCOPIER COMPANY You have an appointment to see George Kirby, sales office manager of Plastic Foods Ltd, with regard to the hire of a Mordex photocopier. You are bristling with anticipation as you know the present contract which Plastic Foods has with Clearprint, your closest competitor, is up for renewal. You have not met Mr Kirby before. As you enter Mr Kirby's office you notice that Mr Kirby appears a little under pressure. After introducing yourself, you say 'I'd like to talk with you about how we can improve the efficiency of your photocopying operation. I see that you use the Clearprint ZXR photocopier at the moment.
 <p>Key: Footprint ConEn1 Footprint ConEn2 Footprint ConEn3</p>	<p>What kinds of documents</p> <p>do you photocopy in the sales office?' The discussion continues, with you attempting to assess his staff's requirements as regards photocopying facilities and his attitude towards the Clearprint machine. One need is the ability of the photocopier to collate automatically, <u>since some of the documents which are photocopied are quite lengthy</u>. Another requirement is for the photocopy to be of the highest quality since it is usual for <u>photocopies of standard letters</u> to be sent to clients. The Clearprint photocopier does not have a collating facility, and the quality, while passable, is not totally satisfactory. Further, there are sometimes</p>

	<p>delays in repairing the machine when it breaks down, although generally it is quite reliable. At the end of the discussion you summarise the points that have been raised: staff time is being wasted collating lengthy documents, the quality of photostat is not totally satisfactory, repairs are not always carried out promptly. Mr Kirby agrees that this is a fair summary. Discussion questions During the sales interview the following objections were raised. How would you deal with them? 1 'I'm sorry, I have an urgent meeting in ten minutes time. Can we make it quick?' 2 'We haven't had any major problems with the Clearprint so far.' 3 'Doesn't your firm have a bad reputation?' 4 'Aren't your hiring charges much higher than Clearprint's?' 5 'How do I know your service will be any better than Clearprint's?' 6 'My staff have got used to using the Clearprint. I'll have to spend time showing them how to use your machine.' 7 'Let me think about it. The Clearprint rep. is coming next week. I should like to discuss the points you've raised with him.'</p> <p>EXAMINATION QUESTIONS 1 If the product is right and the sales presentation is right, there is no need to close the sale. Discuss. 2 Discuss the ways in which a salesperson can attempt to identify buyer needs. PART THREE Sales Environment Sales Settings 6.1 SALES CHANNELS Before industrialisation, distribution was a simple matter, with producers selling to their immediate neighbours, who often collected the goods themselves. Modern day manufacturing, more cosmopolitan consumers, better transportation and communications, and business specialisation has meant that channel decisions are now quite complex. Distribution costs have risen relative to production. In fact, as a result of automation and computerisation, production costs as a percentage of total cost are now considerably lower than they were only a few years ago. Marketing management must continually reappraise its channels of distribution in an attempt to effect cost savings. Company policy decides the marketing</p>
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