

Steps in the Selling Process

{ “Coffee is for closers!”

1. Pre-approach/prospecting (identifying and preparing for potential customers)
2. Approaching the customer (opening the sale and greeting the customer)
3. Determining customer wants and needs
4. Presenting goods and services
5. Addressing objections and questions
6. Closing the sale
7. Handling Payment
8. Following up with the customer

The Steps

- ⌘ A salesperson performs some prospecting tasks before approaching a prospective customer.
- ⌘ The purpose of prospecting is to identify and be prepared for potential customers through referrals, walk-ins, telephone contacts, or responses to advertising.

Step 1: Pre-approach/ Prospecting

- ⌘ Salespeople need to acknowledge and greet the customers as soon as they enter the store.
- ⌘ It is important for sales staff to let the customer know that they are aware of the customers' presence in the store.
- ⌘ It will also help deter shoplifting.

Step 2: Approaching the Customer

- ⌘ It is important to look, listen, and question in order to determine the customer's needs and wants.
- ⌘ This will help sales personnel to establish what types of customers they are dealing with, and to complete the sale.

Step 3: Determining Customer Wants and Needs

- ⌘ The presentation step in the selling process involves presenting, demonstrating, and displaying goods and services to the customer.
- ⌘ When making a sales presentation, always begin with the strongest feature of the product, obtain agreement on small points, point out benefits of ownership, demonstrate and let the customer try the product.

Step 4: Presenting Goods and Services

- ⌘ Before buying a product or service, customers usually have a few questions, and possibly some objections, which salespersons are required to address before closing the sale.
- ⌘ Customers' questions and objections allow customers to express their concerns or frustrations and provide salespersons with feedback, allowing them to learn more about the goods/services.

Step 5: Addressing Objections and Questions

- ⌘ Some customers find it difficult to make a buying (purchasing) decision.
- ⌘ As a salesperson, it is your responsibility to assist them with their decision.
- ⌘ Identify what they are interested in, get to know them, make small talk – establish a relationship with the customer.

Step 6: Closing the Sale

⌘ (Covered in “Handling Money” lessons)

Step 7: Handling Payment

- ⌘ Leaving the customer with a good last impression is just as important as making a good first impression.
- ⌘ When you follow up with customers, you are letting them know that you value them as customers.

Step 8: Follow up with the Customer

- ⌘ In partners, come up with a 2-4 minute skit about a salesperson going through the 8 steps of the Selling Process with a customer.
- ⌘ You must address all 8 steps
- ⌘ Include:
 - ⌘ Type of store
 - ⌘ Product the customer is interested in
 - ⌘ Type of approach
 - ⌘ Type of customer
 - ⌘ Sales presentation
 - ⌘ Customer objection
 - ⌘ Closing Techniques

Selling Process Skits

Assignment 6.1, Part 2: Marking Rubric

Eight Steps in the Selling Process	Customer's Part of Role Play/Script This step is addressed. (2 marks each)	Salesperson's Part of Role Play/Script This step is addressed. (2 marks each)
1. Pre-approach/prospecting		
2. Approaching the customer (opening the sale and greeting the customer)		
3. Determining customer wants and needs		
4. Presenting goods and services		
5. Addressing objections and questions		
6. Closing the sale		
7. Handling payment (addressed in Module 2)		
8. Following up with the customer		
Total Number of Steps Addressed	/16	/16

Rubric...