

Chapter 12 – preparing for the sale flashcard



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Feature-benefit selling Matching product characteristics to a customer's needs and wants Customer Benefits Advantages or personal satisfaction a customer will get from a good or service Limited decision making Used when a person buys goods and services that he or she has purchased before, but not on a regular basis. Emotional Motive A feeling that a customer associates with a product Personal Selling Direct contact between a salesperson and customer Prospect or Lead A potential Customer Routine Decision Making Used when a person needs little information because of a high degree of prior experience with a product or low perceived risks Product Feature Basic, physical, or extended attributes of a product or purchase Rational Motive Conscious, factual reason for a purchase Extensive Decision Making Used when there has been little or no previous experience with an infrequently purchased item Pre-Approach Getting ready for the face-to-face selling encounter Cold Canvassing Techniques used when a salesperson tries to locate potential customers with little or no direct help Endless Chain Method Techniques used when a salesperson asks existing customers for names of potential customers Consultative Selling Providing solutions to customers' problems by finding products that meet their needs Telemarketing Process of selling over the phone sales quota Are dollar or unit sales goals set for the sales staff to achieve in a specified period of time greeting approach method Upon initial face-to-face contact, the salesperson simply welcomes the customer to the store Merchandise approach method upon initial face-to-face contact with the customer, the salesperson makes a comment or asks questions about a product that the customer is looking at Nonverbal Communication Expressing yourself through body language Open-ended questions Inquiries that require more than a yes

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or no answer
Service approach method
Upon initial face-to-face contact, the salesperson asks the customer if he or she needs assistance