

Good example of slogan: just do it report

[Business](#), [Company](#)



Personal Selling Presentation Report

- Business card

Organization name: Nike

Headquarters: Beaverton, OR

Customer Service: +1800-344-6453

Description: At Nike, we believe in quality. Our employees and staff are dedicated in designing, developing, manufacturing and offer a worldwide marketing and selling of sports attire; apparel, footwear, accessories, equipment and other services. All over the world, we are the best.

Why you should try us: We are renowned for providing quality products and services as compared to our customers. The reviews from our clients say it all.

Nike- Just Do It!

- Sales objectives

Coordinate and facilitate the development of new advertisement campaigns with various advertising agencies so as to increase brand recognition all over the world and ensure the potential clients have adequate information about us.

Complete the proposed plan on product launch and obtain from sales and engineering sign offs by the year 2015

Meet the estimated quarterly sales target of \$40000, or even exceed it

Obtain at least 10000 new clients on a monthly basis so as to widen the market base of the organization.

Track and understand activities of competitors so that the organization may

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be better prepared to meet competition

Achieve the estimated sales run-rate of \$20000 in every quarter by the end of the year

Increase the organization's market share for the products by the end of the 2015 year.

Increase the organization's distribution partners with the aim of increasing sales volume through the prospective partners by the end of the year 2015.

- Customer Profile

Website: www.lilleoscfootballclub.com

- Business Type: Sports merchandise such as sports shoes and jerseys

- Buyer's name: Lille OSC Football Club

Telephone number: +33 (32) 017 7177

- People who influence buying decisions or aid in selling the product and benefits sought: Sports personalities in the club, managers, directors and other club officials

- Buying hours and best time to see buyer: During the summer breaks on a daily basis. 4. 00 PM after training

- Receptionist's name: Michel Sedoux

- Buyer's personality type: Arrogant but understanding.

- Approaches used and why

In selling the products, there are several approaches that are used. The first approach is through demonstration (Jeannet et al. 2004). This approach entails proving to the potential client the quality of the product being sold. This may include demonstrating to them how sustainable the product is as compared to the rival products. Customer benefit is the second approach.

Under this approach, the potential client will be made aware of the benefits they are likely to get by doing business with our company. These benefits may include great discounts, products on hire purchase, building a rapport among others.

- Demonstrations

This is a sales approach that is used by our company to entice potential clients to do business with us. Over the years, the Nike Company has excelled in providing the best sportswear products as compared to the rival companies. This is evidenced by the high number of teams and clubs that Nike sponsors across the world. Such a high number of clubs and teams only points out that the company is the bet when it comes to providing quality products. Sustainability is the other aspect that our company addresses. By providing goods of high quality, the company manages to ensure that the buyers get quality for their money. The products are produced using high quality raw materials. This ensures that the products are long-lasting and sustainable (Van, 1998).

- Competitive Analysis

Currently, there is stiff competition in the market for sportswear merchandise. The Nike Company has faced a lot of competition from companies like Puma and Addidas, which have threatened to restrict the company's market base. Of these two companies, Addidas is stronger as it has attracted several potential clients in the market. The two companies use various strategies in order to attract the clients. Such strategies include providing affordable products, ensuring proper customer relations, widely advertising their products and partnering with advertisement agencies to

promote their products (Kotler, 2006). To counter these companies, Nike has to be aware of their strengths and weaknesses. One major weakness about Puma and Addidas is about the quality of their products. The products are not as sustainable as the products of Nike. By taking this into account, Nike is in a better position to overcome them in the industry. Their strengths lie in the marketing strategies they use. Advertisement is one of the strongest strategies used by Nike and Puma. To counter this, Nike will improve on its marketing strategies to ensure it becomes the major player in the market. This is possible because Nike has a competitive advantage over the two companies.

- Customer Benefit Plan

A. Customers always want products that are sustainable over a period of time. At Nike, we insist on quality and sustainability, ensuring that clients and customers get value for their money. This is unlike most of our competitors who are interested in making profits at the expense of client-satisfaction. Second, most clients need a partner who is reliable at all times to the extent that they can build a mutual trust. This benefit is only available when one decides to choose Nike over the competitors. T many years the company has been in the market act as evidence about the dedication of the company and how the company has met the needs of the clients. No competitor can beat Nike at this!

B. Nike makes use of purchase orders which create a contract that is binding to both parties. Such documents are essential as they authorize the transaction of the products from the company. At Nike, we always give the customers the opportunity to draft the purchase order according to their

specifications. The company's terms and conditions also apply in regulating the transactions.

- Marketing plan

Nike's marketing plan and strategy is tailored to ensure that the client has a number of options in reselling the products. This can be achieved through partnering with the potential client. Nike ensures this by providing the required finance, research, advertising, brand and distribution of the product (Pride, 1989). This is the only way through which clients can be satisfied with the company in question over its competitors.

- Business Proposition

Nike's business proposition is far more attractive as compared to the propositions of the competitors. The company's proposition gives the buyers more advantages and reasons to be associated with Nike, drawing various benefits in the process. Profit forecast is one of these propositions (Pride, 1989). By trading with Nike, the retailer gets an opportunity to serve a wider market base as compared to the competitors. This has an impact of increasing sales, hence profitability. Nike also offers products at a cheaper price to the retailers whose aim is to buy and sell the products. Because of this, Nike has an upper hand as compared to the competitors.

- Persuasion techniques

In order to increase the company's sales, Nike employs various persuasion techniques. Suggestive proposition is one of such techniques (Paley, 2005). Through this, the company proposes to the prospective clients the advantages that one gets by being associated with Nike. These may include profit forecast, ROI among other propositions. Prestige is the other

technique. Over the world, Nike has built its reputation for the quality of its products. Because of this, many people feel superior in Nike products, increasing its sales. This is enough to persuade the potential retailers to trade in Nike products.

- Negotiation Strategy

The organization commonly uses discounts as the negotiation strategy. Normally, a buyer is rewarded after purchasing bulky items (Paley, 2005). This ensures the buyer feels rewarded while at the same time, the organization creates a well-working relationship. Another strategy is use of after-sale-services. This is an attractive idea as buyers get certain benefits associated with trading with the company.

- Anticipated objections

The organization is aware of the objections it might receive from the clients and potential buyers of the products. This could be because of the negative advertising strategies from the competitors, ensuring that customers doubt the organization's products. Boomerang is the other anticipated objection. To address this, the company will use various techniques. Rewarding the customers for their loyalty and building their confidence in our products are some of the techniques the company intends to use.

- Closing techniques

Closing techniques are essential in ensuring clients are satisfied with the products presented to them. First, the company will come up with alternative products to give the buyers another option. By using probability, the organization will also give the buyers a chance of understanding how the will

benefit from the products.

- Sales Presentation

Seller: Hallo, we are interested in working with you

Buyer: I am interested in buying and re-selling your products in a wholesale manner

Seller: We offer discounts and other benefits for our partners

Buyer: What other services do you offer?

Seller: We offer after-sale services

Buyer: Ok then, I will work with you

References

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Paley, N. (2005). The manager's guide to competitive marketing strategies. London: Thorogood.

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