

# Summary and critical analysis marketing and business development

[Family](#)



## Summary and critical Analysis of Chapters Chapter Selling Strategies

Summary of the Chapter Selling services are more difficult than selling goods, the reason for the argument is simple that is the buyers or the buyers cannot touch or use the services that are it is Intangible. All they get are the result of services rendered. This chapter explains this difficult task for the interior designers (i. e. service providers) and provides fruitful suggestions for sales of their services. The author explained the following terms in the chapters which provide help to interior designers in improvement of their sales and marketing activities.

**The Selling Process:** The author described the process as a two way communication between the buyer and seller, which if remain successful and satisfying to the buyer leads to agreement between the parties for rendering services. The author also described Negotiation and provide suggestion for reaching to a win-win solution. The author further subdivided this process in the following divisions:

1. Prospecting
2. Qualifying
3. Preparation
4. Presentation
5. Overcoming Objections
6. Closing
7. Follow up

**The Buyer Decision making Process:** After presentation and other presales activities grant the buyer necessary time for decision making as they have to think about the alternatives and make price benefit analysis. Do not stress

the buyers by making numerous and do never let them think that you are begging for the sale of your services.

Buyer Demographic: The author also provided guidance about the buyers by categorizing them in Four generations, the mature, the baby boomers, generation X and generation Y describing their characteristics for their understanding.

Building Client Relationship: The author also stated this part as most important and difficult as different clients have different choices for choice of maintaining relationship.

Features and Benefits: As sample of services cannot be provided to the clients for inspection. The tool that is available to interior designers is to describe the features of their services and the benefits that can be obtained from rendering of their services tactfully for obtaining successful sale agreements.

Probing: The author also described probing as a technique for understanding client's needs.

Critical Analysis of the Chapter: The author provided suggestions and explanations but limited them to interior design service only. Some suggestions provided are not cost effective and targeted (cold calling) and some could be considered illegal (e-mails). The suggestions provided are somehow for ideal conditions. The ideas given in the chapter lack sequencing. There basis for buyer demographic is vague.

## Chapter #2 Design Presentation

### Summary of the Chapter:

In previous chapter total sales process were discussed and suggestion were

provided on each item in the process. The most important part in that process was presentation to the potential client which itself is another process and a decisive factor for the both the buyer and seller of services. Therefore the author explained this process in a separate chapter. The author also provided explanation about post presentation processes such as overcoming objections, closing and follows up. The author explained the presentation in the following manner:

**Pre presentation Activities:** The author explained things/matters that should be taken into consideration before making a project presentation to the prospective client which includes Decision about the place for presentation, Analysis of client's needs, wants, background and preparation of the presentation according to it. Guessing about the questions that are expected to be asked by the clients after their analysis and preparing for it. Practicing the presentation again and again.

**Types of Presentations with the Clients:**

**Preliminary Project Presentation:** At this stage of presentation the designer presents to the client several mini presentation suggesting alternatives design and color schemes in order to get the client the client's approval on one of it. This stage is also important the client should only be provided with suggestions relevant to him otherwise this phase will never end.

**Final Presentation:** At this the designer provides additional information through a proper presentation thereby getting the approval of the client for a service agreement. Final estimates of costs are also provided at this stage. Listen to the client carefully and end the presentation with a written sale agreement.

**Body Language during Presentation:** As presentation is a face to face interaction so body language of the presenter plays a pivotal role in it. The author explained different body postures and gestures and suggested the designers to use them during presentation, in such a way that the client did not feel boredom or discomfort during the presentation.

**Closing Technique and Follow up:** Asking the client to go ahead and sign the contract and sending follow ups at suitable time to get the job done.

**Additional Guide lines:** The author also provided additional guide lines regarding dressing and way of communication in this chapter for an effective presentation.

**Overcoming Objections:** The author provided a list of common objections by clients and addressed the designers as how to deal with it courteously and effectively. The common objections are raised for Price, Product competition, previous experience, designer's experience etc.

**Critical Analysis of the Chapter:** The author overloaded the instruction through repetition. The author shared his own experience for subjective matters. There is overlapping of study material in the chapter. The tips provided by author lack generality. The chapters lack sequence in the presentation of ideas. There is no formal reference of ideas presented in the chapter.