Fruit and vegetable processing Level I



Based on June, 2021 Occupational Standards (OS)

Version 3

Module Title: - Selling Product and Services

LG Code: -IND FVP1 M08 LO (1-7) LG (31-37)

TTLM Code:-IND FVP1 TTLM 0123v1

January, 2023

Addis Ababa, Ethiopia

Table of Contents

Introduction to the Module 1

LO #1 Apply Product Knowledge 2

Instruction Sheet.....2

Information Sheet 1 3

Self-Check – 1 8

Instruction Sheet.....10

LO #2- Approach Customer 10

Information Sheet 2 11

Self-Check – 2 20

LO #3 Gather information 22

I Instruction Sheet 22

Information Sheet 3 23

Self-Check – 3 37

LO#4. Sell Benefits.....39

Instruction Sheet.....39

Information Sheet 4 39

Self-Check – 4 51

LO#5. Overcome Objections 53

Instruction Sheet 53

Information Sheet 5 54

Self-Check – 5 60

LO#6. Close Sale 62

Instruction Sheet 62

Information Sheet 6 63

Self-Check – 6 69

LO#7. Maximize Sales Opportunities 70

I Instruction Sheet 70

Information Sheet 7 71

Self-Check –7 76

Introduction to the Module

This module covers the knowledge, skills and attitude required to sell products and services in a retail environment. It involves the use of sales techniques and encompasses the key selling skills from approaching the customer to closing the sale.

LG #27	LO #1 Apply Product Knowledge

Instruction Sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Understanding store policies and legislative requirements
- Demonstrating knowledge of the use and application of relevant products and services
- Developing product knowledge with relevant sources of information

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Understand store policies and legislative requirements
- Demonstrate knowledge of the use and application of relevant products and services
- Develop product knowledge with relevant sources of information

Learning Instructions:

1. Read the specific objectives of this Learning Guide
2. Follow the instructions described below
3. Read the information written in the information Sheets
4. Accomplish the Self-checks
5. Perform Operation Sheets
6. Do the “LAP test”

Information Sheet 1

1.1 Understanding Store Policies and Legislative Requirements

Policies and procedures are necessary because they eliminate confusion, create structure and enforce uniform standards throughout a large group. They are most effective when clearly documented. In organizations or businesses, written policies and procedures function like a rule book for day-to-day operations. Polices define the organization's purpose, ideals and mission. Procedures define the organization's step-by-step methods of enacting those policies. Some organizations have unwritten policies and standards, meaning that everyone is expected to act according to a certain code of conduct, whether or not the rules were formally expressed. This may work for small organizations, where all members have roughly the same goals and working styles. However, for utmost efficiency, policies and procedures should be written and easily accessible, so that they can be referred to during moments of disagreement or confusion. Especially in large organizations, documented policies and procedures are necessary to keep all participants on the same page and enforce clear standards.

General store policy:

a. To keep purchases at low level
b. To avoid delays in procedures
c. To keep stock at minimum
d. To not to go out of stock for any item
e. Permission for local purchases
f. Indents to be obtained for all purchases
g. All issues are to be acknowledged by recipients
h. Scraps are to be handed over at stores under acknowledgement
i. Physical Stock is to be taken at year end
j. All transactions are to be accounted
k. Stock is to be verified on perpetual basis
l. The purchase and stock activities are to be done by the store keeper himself**.**



Fig: 1.1 Creating policies and procedures in your business

https://www.youtube.com/watch?v=WWtro1cMfLU (Access date 01/20/2023)

1.1.1 Policy for Storage Area

The storage area of your store may be out of the customer's sight but it is no less important than the shop floor. This area contains the stock yet to be sold. Its safety and maintenance should be a high priority. Think about the stock storage areas in your store. Are they disorganized because they are treated as less important than the shop floor? The store policy should cover the safety and maintenance of the storage area.

It should include procedures to minimize:

- breakage
- damage
- deliveries left out on the floor
- product theft

1.2 Using Knowledge Relevant to Products and Services

Products are simply objects that are manufactured, stored, transported, advertised, and then sold. While products can either be tangible or intangible, services are intangible. The differences between products and services are based on different factors, including tangibility, perishability, variability, and heterogeneity.

What are Products and Services?

A product is a tangible item that is put on the market for acquisition, attention, or consumption, while a service is an intangible item, which arises from the output of one or more individuals. Although it seems like the main distinction between the two concepts is founded on their tangibility that is not always the case. In most cases services are intangible, but products are not always tangible.

One thing to keep in mind is that products and services are closely aligned. In fact, a majority of products carry with them an element of service. For example, when consumer buys a car, the product comes with a lot of other service responsibilities, such as tune-up and maintenance. Nonetheless, there is a clear difference between the two concepts, and it’s imperative for one to understand their working definitions.

Product knowledge is an essential sales skill. Understanding your products' features allows you to present their benefits accurately and persuasively. Customers respond to enthusiastic sales staff that is passionate about their products and eager to share the benefits with them.

1.3 Developing Product Knowledge with Relevant Sources of Information

A salesman is usually expected to sell a number of articles. Therefore, it becomes quite difficult to know every detail of the product from a particular source. Rather, he has to gather the required information about the products he is dealing with from various sources.

The Relevant Sources of Developing Product Knowledge Include:

a. Personal experience:

The first and perhaps the most important source of acquiring product knowledge is the personal experience of the salesman. As the salesman becomes more and more familiar with his work, he becomes increasingly aware with the possible questions that buyers raise most often and also the convincing answers for the same. In other words, experience of handling customer queries makes the salesman competent in providing convincing answers. Besides, the salesman can gather a lot of information about a particular product by using it personally. Sometimes, he can convince the buyers by stating that he himself is a satisfied user of the product.

b. Libraries:

Product information can also be gathered by going through some related books in libraries. In recent years, there are many business and trade journals who conduct consumer surveys at regular intervals. Such surveys cover different aspects of consumer behavior and provide valuable information. Library information, though valuable, unfortunately is much neglected in India.

c. Trade journals:

Every trade or industry publishes its own journal at regular intervals. These journals usually provide detailed information about new products, improvements of old products, new innovations, etc. The salesman has to go through these journals in order to gather knowledge of the product category. He can also gather information about innovations and new products from these trade journals.

d. **Senior and fellow salesmen:**

A great deal of product knowledge can be acquired by consulting the employer, senior salesmen and fellow salesmen. Regular discussion with them provides valuable product knowledge for the salesman.

During probation period and training sessions, senior salesmen and sales manager provide all information about the products to the juniors. Sometimes, wholesalers, retailers and even friendly customers provide important product information to the salesman. Thus, colleagues, customers, suppliers, retailers and wholesalers are a rich source of product knowledge for the salesman.

e. Manufacturers' literature and assistance:

Now-a-days, manufacturers and dealers also try to assist the salesman in acquiring product knowledge through a number of means.

Followings are some of the important ones.

Self-Check – 1	Written test

Name…… ID…… Date…….

Directions: Answer all the questions listed below. Examples may be necessary to aid some explanations/answers.

Part I: Write true or false (2 point each)

1. The store policy should cover the safety and maintenance of the storage area.
2. The purchase and stock activities are to be done by the store keeper himself**.**
3. Product knowledge is an essential sales skill.
4. Successful salespeople know all of their products' features and skillfully turn these features into benefits for their customers.
5. Most often manufacturers arrange the visit of the sales force to the factories to gain first-hand product knowledge.
6. Travelling demonstrations undertaken by professional people considerably enhance the selling skills and product knowledge of the salesman.
7. The first and perhaps the most important source of acquiring product knowledge is the personal experience of the salesman.
8. Most often manufacturers arrange the visit of the sales force to the factories to gain first-hand product knowledge.
9. Travelling demonstrations undertaken by professional people considerably enhance the selling skills and product knowledge of the salesman.
10. The first and perhaps the most important source of acquiring product knowledge is the personal experience of the salesman.

Part II: **Choose the best answer**. (2point each)

1. General store policy:

A. To keep purchases at low level
B. To avoid delays in procedures
C. To keep stock at minimum
D. To not to go out of stock for any item
E. All

2. Use conventional and creative sources of information to learn about your products or services, including:

A. your own experiences using the products
B. product literature such as brochures and catalogues
C. online forums
D. feedback from customers

3. Which one of the following is the relevant source to developing product knowledge?

A. Senior and fellow salesmen
B. Libraries
C. Trade journals
D. All

4. The Followings are some of the important Manufacturers' literature and assistance that develop product knowledge.

A. Travelling demonstrators
B. Questionnaire system
C. Education and training
D. Motion pictures and visual aids
E. All

LG #28	LO #2- Approach Customer

Instruction Sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Determining and applying timing of customer approach
- Identifying and applying effective sales approach
- Conveying a positive impression to customer's interest
- Demonstrating knowledge of customer buying behavior

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Determine and apply timing of customer approach
- Identify and apply effective sales approach
- Convey a positive impression to customer's interest
- Demonstrate knowledge of customer buying behavior of product and service

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets
4. Accomplish the Self-checks.
5. Perform Operation Sheets
6. Do the "LAP test

Information Sheet 2

2.1 Determining and Applying Timing of Customer Approach

The key to good customer service is building good relationships with your customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. A happy customer will return often and is likely to spend more. One of the most crucial steps in the selling process is the initial contact with the customer. You must create a positive first impression. To do this you must communicate the impression of being alert, friendly, helpful, interested and responsive. Remember you only have one chance.

There are 3 customer approaches that can be used:

i. **The greeting approach:** is used when a customer appears to be browsing and has not shown any particular interest in any merchandise. The conversation should be opened in a friendly manner, e.g. 'Good morning, how are you?' or "Hi, great weather we're having at the moment" You should always use a smile, friendly expression and pleasant tone of voice. This should open the conversation and allow the customer to indicate their needs.

ii. **The merchandise approach:** immediately focuses attention on a product. It is used when a customer shows interest in a particular item or range by looking, touching or reading information/packaging. Your opening remarks should reflect the customer's interest, and then you can develop a better understanding of their needs. Opening statements could be "HI, these are new today. What do you think of the style/colours?" or "Good Afternoon. These are great value at the moment. Which style were you looking at?"

iii. **The service approach:** is effective for customers who know what they want or are in a hurry. Customers have been almost conditioned to say "just looking" when asked "can I help you" Use openings that avoid a "no' response such as "How might

I help you today?' This approach is limited and should only be used when the customer has goods in their hands.

The Best Time to Approach the Customer:

- When the customer is psychologically ready to accept your presence.
- The stock with the customer may not be sufficient to meet the market demands.
- When the stock in the market is fall short of demands and the customer is in a position to hold excess stock with his money power/purchasing power to take best advantage your approach will be well received by the customer.
- When you have something to offer extra to the customer, so that he can take advantage of the market situation.
- Any time is best time, if you are the needy person and your acumen competent to make any adverse situation positive.
- A good reference externally influences the customer and when you need just an approach to present the things.

The following things are need to approach the customer:

- **Be Yourself:**

Your work begins even before a customer walks through the door, and it begins with being comfortable with yourself. Knowing your own strengths and weaknesses gives you confidence. And when you are comfortable with yourself you put others at ease too.

- **Be Approachable**:

Always be pleasant and approachable so that the customer feels at ease. Never act overly effusive, because faked enthusiasm is never convincing. On the other hand, an utter lack of enthusiasm can also drive people away.

- **Convey Confidence:**

When you appear confident, people tend to trust you more. Having great product knowledge can give your confidence a tremendous boost. At the very least know where to locate the product or look up pertinent information.

- **Be Well Groomed:**

Dressing appropriately for your job has the effect of making people feel more confident in your competence.

- **Give Your Customers Space:**

Give your customer some time to walk into the store and get a little comfortable before you walk up to greet them. Nobody likes being rushed.

- **Never Approach from Behind:**

Always approach a customer from the front, never from the side or behind. It is Unsettling, and could potentially make people very uncomfortable.

2.2 Identifying and Applying Effective Sales Approach

No two sales professionals are alike but everyone can benefit from refining their skills. There are four different sales approaches. Each sales approach has its own unique strengths along with the potential to revitalize your interest, enthusiasm, and understanding for the sales profession.

Before long, you will begin feeling comfortable enough to implement one, two, or a combination of all four of these approaches into your sales process:

i. Premium sales approach

Everyone appreciates a free gift. Your prospective customers are no different. With the premium sales approach, sales professionals offer their prospects a giveaway or promotional item in an effort to build excitement about their product or brand. A key advantage of this selling approach is its ability to attract otherwise hesitant customers. This free gift (or premium) can be as simple as a gift card.

ii. Product sales approach

Making an important buying decision can be exciting. It can also be intimidating. This is particularly true when you're considering the purchase of a new product or service, selling something new or unproven (at least in the eyes of your prospect) takes more time and attention. Potential customers conduct research and compare competitors. A recent Harvard Business Review survey of 500 B2B salespeople across a wide variety of industries from technology to financial services to industrial products revealed:

- Salespeople selling new products spend 32% more face-to-face time with customers.
- Objections occur later in the process for new innovations than for established products.
-

iii. **Network sales approach**

Using the network sales approach lets you strategically rely on your own list of personal and professional connections. Whatever the size, your network of family, friends, and past coworkers can provide the foundation you need to uncover qualified leads and generate solid referrals. Social media networks offer a natural environment to build your prospect list. Sales are about building trust. Networking is sales with people who already trust you. You can also employ this sales approach to help identify the well-connected individuals within your network who can introduce you to an untapped resource of qualified leads.

iv. **Prescriptive sales approach**

Giving prospective customers all the information and options they need to arrive at the right decision sounds like a good thing. After all, being flexible to the direction (or whims) of your customers should make the buying process easier and ultimately increase sales. This impulse to quickly respond and offer endless support is seen in more common sales tactics, such as:

- Ensuring customers have every case study, testimonial, and brochure
- Adjusting your offer to meet the ever-changing demands of the customer
- Providing customers with more time to consider all possible alternatives

Customers often appreciate and respect the prescriptive sales approach. It helps them see the sales representative as being proactive predicting and eliminating obstacles. Additionally, customers who undergo a prescriptive sales process experience less sales regret and are more likely to repurchase, compared to conventional sales methods.

This approach is ideal for leading customers through the three common buying stages:

- **Early buying stage**: This is where customers have trouble distinguishing between meaningful and irrelevant information and deciding if more information is needed.
- **Middle buying stage**: This is where customers encounter competing priorities and hidden concerns about the purchase. They may question their need for change.
- **Late buying stage:** This is where customers become overwhelmed by having too many purchase options and confused by the late introduction of different options.

The prescriptive sales approach is more an organizational aptitude than an individual skill one that can be applied to marketing content just as well as sales conversations.



Fig: 2.2 Staring a sells conversations and cross selling

https://www.youtube.com/watch?v=gXW6BYWtUfw **(Access date 01/20/2023)**

2.3 Conveying a positive impression to customer's interest

The first seven seconds in which you meet somebody, according to science, is when you'll make a "first impression. So, whether it's for an event, a business development meeting, or any other professional setting, you have to act very quickly in order to make the proper first impression. In order to have a great meeting and be remembered in the right way while cementing your reputation

Here are some important tips:

i. Smile

Facial expressions are very important when it comes to making a good first impression. Who doesn't want their personal brand to be associated with positivity? Smiling's at the start of this list for a good reason. Forty-eight percent of all Americans feel that a smile is the most memorable feature after first meeting someone. While smiling is important, you probably don't want to have a cheesy and inauthentic grin plastered across your face. Smile too widely and it's going to look like you're covering up nervousness. Or you might come across as arrogant. Even a small grin can go a long way.

ii. **The right handshake**

The handshake is accepted internationally as a professional sign of politeness. A proper handshake can convey confidence. You might be rolling your eyes at this, but the handshake is a fine art. You want to walk the line between a squeeze that comes across as incredibly tight and the dreaded limp fish. When you're meeting with people whom you trust and have known for years, ask them how they feel after shaking hands, and how your handshake feels in relation to others they've experienced.

iii. Introductions

You want your first seven seconds with somebody to be productive, so it's great to throw in a verbal introduction as you meet with people. Even something as basic as "great to meet you" after they greet you can break the tension, and stop you from getting off into a tangent.

If you have a hard time remembering names, the intro is a great place to reinforce the name of the person you just met.

It doesn't have to be too involved: when your contact says, "Hi, I'm Amelia," reply with a simple, "Great to meet you, Amelia. I'm Jonah," instead of just saying, "Hi, I'm Jonah," in response.

iv. Speak clearly

Many people have wonderful things to say but don't speak with any confidence. Unfortunately, that's a great way to wind up getting overlooked. You want to be able to portray yourself in a positive light and give whomever you're meeting a reason to listen to you. Don't overcorrect and get too loud, either. Studies have indicated that those who talk in a deeper voice and more calmly, are taken more seriously.

v. Make eye contact

Looking someone in the eye conveys that you are confident and interested in what they have to say. In Western countries like the U.S., eye contact shows respect to the person you're meeting with. It also conveys a sense of interest in the conversation; likewise, looking away too much will make you appear distracted. Like with most things, it's a good idea to not overdo it; if you don't take breaks now and again, your eye contact could be viewed as staring, which has negative connotations.

vi. Use body language

One interesting thing about human psychology: most of us instinctively mirror each other's body language. Think about how infectious a yawn is in a group of people. A smile between friends is contagious, too. In fact, there's a neuron that affects the part of the brain responsible for recognizing faces and reading facial expressions. This neuron causes the "mirroring" reaction. So when another person sees you smiling, the neuron fires and causes them to smile in response. Mirroring goes both ways; if you pick up on and reflect back the non-verbal cues of the person you're speaking with, it sends a non-verbal message that you feel what they feel.

2.4 Demonstrating Knowledge of Customer Buying Behavior

Studying consumer behavior is important because this way marketer can understand what influences consumers' buying decisions. By understanding how consumers decide on a product they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. Buying Behavior is the decision processes and acts of people involved in buying and using products.

Understanding Need to Customer:

- Why consumers make the purchases that they make?
- What factors influence consumer purchases?
- What are the changing factors in our society?

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:

- Buyers' reactions to a firms marketing strategy has a great impact on the firm's success.
- The marketing concept stresses that a firm should create marketing Mix(MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy.
- Marketers can better predict how consumers will respond to marketing strategies.
- Types of consumer buying behavior are determined by:
  - ✓ Level of Involvement in purchase decision. Importance and intensity of interest in a product in a particular situation.
  - ✓ Buyer's level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.

The four type of consumer buying behavior are:

a. Routine Response/Programmed Behavior:

Buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.

b. Limited Decision Making:

Buying product occasionally when; you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes know product class but not the brand.

c. Information from the Companies:

Friends and relatives, store personnel etc. Go through all six stages of the buying process. The purchase of the same product does not always elicit the same Buying Behavior. Product can shift from one category to the next.



Fig: 2.4 Four types of buying behavior

https://www.youtube.com/watch?v=Bnrdv-7ndFo **(Access date 01/20/2023)**

Self-Check – 2	Written test

Name…… ID…… Date…….

Directions: Answer all the questions listed below. Examples may be necessary to aid some explanations/answers.

Part I: Write true or false (2points each)

1. The merchandise approach is immediately focuses attention on a product.
2. One of the most crucial steps in the selling process is the initial contact with the customer.
3. Sales are about building trust.
4. Social media networks offer a natural environment to build your prospect list.
5. Looking someone in the eye conveys that you are confident and interested in what they have to say.
6. The handshake is accepted internationally as a professional sign of politeness.
7. Facial expressions are very important when it comes to making a good first impression
8. Buying Behavior is the decision processes and acts of people involved in buying and using products.
9. Consumer Buying Behavior refers to the buying behavior of the ultimate consumer.

Part II: Choose the best answer (2point each)

1. Which one is the best time to approach the customer?
   A. When the customer is psychologically ready to accept your presence.
   B. The stock with the customer may not be sufficient to meet the market demands
   C. When you have something to offer extra to the customer,
   D. all
2. the customer approaches that can be used
   A. The greeting approach
   B. The merchandise approach
   C. The service approach
   D. All

3. Here are some important tips to Conveying a positive impression to customer's interest. Which one is?

A. Use body language C. Speak clearly

B. Make eye contact D. Smile E. All

4. first-impression tips include:

A. Make eye contact C. Open with a sincere, friendly greeting

B. Give a nice, warm smile. D. Pay attention to the customer E. None

5. Effective sales approach includes.

A. Product sales approach C. Network sales approach

B. Prescriptive sales approach D. Premium sales approach E. All

3. Prescriptive sales approach include tree stages

A. Late buying stage

B. Middle buying stage

C. Early buying stage

D. All

4. The four type of consumer buying behavior includes:

A. Routine Response/Programmed Behavior

B. Limited Decision Making

C. Extensive Decision Making/Complex high involvement

D. Information from the companies MM

5. Product can shift from one category to the next.

A. true B. false

LG #29	LO #3 Gather information

Instruction Sheet

This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics:

- Applying questioning techniques
- Using listening skills
- Interpreting and clarifying non-verbal communication cues
- Identifying customers
- Directing customers

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Apply questioning techniques
- Use listening skills
- Interpret and clarify non-verbal communication cues
- Identify customers
- Direct customers

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets
4. Accomplish the Self-checks
5. Perform Operation Sheets
6. Do the “LAP test

Information Sheet 3

3.1 Applying Questioning Techniques

An effective questioning strategy is vital to be an effective salesperson. Questions allow control of any conversation as the other person will be answering. Questions gather necessary information as well as provoke 'Buying Signals', which can be used to identify a need for a product or service. A good question seeks to challenge a sales person's mind, in order to reach the desired outcome.

There are 5 fundamental question groups comprising of various question types:

a. Open Questions

What is the purpose of an open question? To gather information

> "How would you like this product or service to benefit you?"

Open questions give the person a wide range of choices from which to respond. There are seven types of commonly used open questions:

- Who?
- What?
- Where?
- Why?
- When?
- Which?
- How?

b. Closed Questions

What is the purpose of a closed question? To check specific information

> "Have you used our product/service before?"

Traditionally, these are defined as questions that are answered by a Yes/No or single word answer.

Questions which have a restricted range of answers are not as effective in encouraging the gate keeper or customer to communicate, so use with caution. But do keep in mind that they can be the right questions to ask at certain points of the sale

c. Multiple Questions

What is the purpose of multiple questions? To offer a choice of answers based around a central theme.

> "What is your overall goal from using this product/service? Increased sales? More customers? Increased awareness?"

Multiple questions are open enough in nature to allow the customer a chance to relay information, but by providing a choice of answers, the answers will be specific (closed) in nature. These questions are also referred to as Multi-Part questions.

d. Leading Questions

What is the purpose of a leading question? To direct a conversation to a particular subject you wish to talk about.

> "What else can you tell me about your requirements?"

Leading questions can be used to provoke a particular answer or direct a conversation down an avenue that is beneficial to you. Closing questions are often leading in nature as they are trying to provoke a specific result from a customer.

e. Rhetorical Questions

What is the purpose of a rhetorical question? To point out an obvious answer/point

> "Do you really want to miss this amazing opportunity?"

Rhetorical questions can be used to encourage customers to agree or consider a particular point. Rhetorical questions are commonly statements that are formulated as a question, but are not supposed to be answered:

> "If I can get twenty percent off of the original price, would that be alright with you?"

Before showering your customer in questions, always remember to give them an opportunity to talk. The more they talk, the more signals you will pick up by listening, helping you to distinguish their specific needs. Asking the right combination of questions in the sales process can unlock the gateway to vital information and contribute to successfully completing a sale.

3.2 Using Listening Skills

Listening is the ability to accurately receive and interpret messages in the communication process. Listening is a key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.

Listening is so important that many top employers provide listening skills training for their employees. This is not surprising when you consider that good listening skills can lead to better customer satisfaction, greater productivity with fewer mistakes, and increased sharing of information that in turn can lead to more creative and innovative work. Many successful leaders and entrepreneurs credit their success to effective listening skills. Richard Branson frequently quotes “listening as one of the main factors behind the success of Virgin”. Effective listening is a skill that underpins all positive human relationships. Spend some time thinking about and developing your listening skills they are the building blocks of success. Employability and customer service skills for more examples of the importance of listening in the workplace.

Good listening skills also have benefits in our personal lives including:

- Improved self-esteem and confidence,
- Listening is not the same as hearing
- Hearing refers to the sounds that enter your ears. It is a physical process that, provided you do not have any hearing problems, happens automatically.
- Listening, however, requires more than that: it requires focus and concentrated effort, both mental and sometimes physical as well.
- Listening means paying attention not only to the story, but how it is told, the use of language and voice, and how the other person uses his or her body.
- In other words, it means being aware of both verbal and non-verbal messages. Your ability to listen effectively depends on the degree to which you perceive and understand these messages.

- Listening is not a passive process. In fact, the listener can, and should, be at least as engaged in the process as the speaker.



Fig: 3.2 Questioning Techniques

https://www.youtube.com/watch?v=ImfU12epYcI **(Access date 01/20/2023)**

3.3 Interpreting and Clarifying Non-Verbal Communication Cues

Nonverbal communication (NVC) is the transmission of messages or signals through a nonverbal platform such as contact, facial, gestures, posture, and the distance between two individuals. It includes the use of visual cues such as body language(kinesics), distance (proxemics) and physical environments/appearance of voice (paralanguage) and of touch (haptics).

A substantial portion of our communication is nonverbal. Experts have found that every day we respond to thousands of nonverbal cues and behaviors including postures, facial expressions, eye gaze, gestures, and tone of voice. From our handshakes to our hairstyles, nonverbal details reveal who we are and impact how we relate to other people.

3.3.1 Types of Nonverbal Communication

Nonverbal communication types include facial expressions, gestures, paralinguistic such as loudness or tone of voice, body language, proxemics or personal space, eye gaze, haptics (touch), appearance, and artifacts

i. Facial Expressions

Facial expressions are responsible for a huge proportion of nonverbal communication. Consider how much information can be conveyed with a smile or a frown. The look on a person's face is often the first thing we see, even before we hear what they have to say. While nonverbal communication and behavior can vary dramatically between cultures, the expressions for happiness, sadness, anger, and fear are similar throughout the world.

ii. Gestures

Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and using fingers to indicate numeric amounts. Other gestures are arbitrary and related to culture.

iii. Paralinguistic

Paralinguistic refers to vocal communication that is separate from actual language. This includes factors such as tone of voice, loudness, inflection, and pitch. Consider the powerful effect that tone of voice can have on the meaning of a sentence.

When said in a strong tone of voice, listeners might interpret approval and enthusiasm. The same words said in a hesitant tone of voice might convey disapproval and a lack of interest. A friend might ask you how you are doing, and you might respond with the standard "I'm fine," but how you actually say those words might reveal a tremendous amount of how you are really feeling. A cold tone of voice might suggest that you are actually not fine, but you don't wish to discuss it. A bright, happy tone of voice will reveal that you are actually doing quite well.

iv. **Body Language and Posture**

Posture and movement can also convey a great deal of information.

v. Proxemics

People often refer to their need for "personal space," which is also an important type of nonverbal communication. The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, cultural expectations, situational factors, personality characteristics, and level of familiarity. The amount of personal space needed when having a casual conversation with another person usually varies between 18 inches to four feet. On the other hand, the personal distance needed when speaking to a crowd of people is around 10 to 12 feet.

vi. Eye Gaze

The eyes play an important role in nonverbal communication and such things as looking, staring and blinking are important nonverbal behaviors. When people encounter people or things that they like, the rate of blinking increases and pupils dilate. Looking at another person can indicate arrange including hostility, interest, and attraction. People also utilize eye gaze as a means to determine if someone is being honest. Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy. Shifty eyes and an inability to maintain eye contact, on the other hand, is frequently seen as an indicator that someone is lying or being deceptive.

vii. Appearance

Communicating through touch is another important nonverbal behavior. There has been a substantial amount of research on the importance of touch in infancy and early childhood.

viii. Appearance

Our choice of color, clothing, hairstyles, and other factors affecting appearance are also considered a means of nonverbal communication.

Culture is an important influence on how appearances are judged. While thinness tends to be valued in Western cultures, some African cultures relate full-figured bodies to better health, wealth, and social status.

ix. Artifacts

Objects and images are also tools that can be used to communicate nonverbally. On an online forum, for example, you might select an avatar to represent your identity online and to communicate information about who you are and the things you like. People often spend a great deal of time developing a particular image and surrounding themselves with objects designed to convey information about the things that are important to them. Uniforms, for example, can be used to transmit a tremendous amount of information about a person. A soldier will don fatigues, a police officer will wear a uniform, and a doctor will wear a white lab coat. At a mere glance, these outfits tell people what a person does for a living.

3.4 Identifying Customers

Identify the customers, understand their need, buy those goods, categories and place them in a style that appeals to visiting customer. It is said a customer makes his final decision of buying or going for alternative when he visits the shop. If the “offer” at the counter pleases he may decide to buy, that is what is merchandising such ‘offer’ is a bundle of expectations that a customer expects to be delivered to him. It is basically product itself that should be of customers liking. Along with this display of product, it price, discount, service and other features are taken as ‘offer’ that must appeal and attract a customer.

Identify potential customers. You can choose to see everyone as your potential customers or focus on a specific segment or group of people to be more effective. Grouping consumers allow you to identify which group is the most appropriate target for your products. You can efficiently and effectively use marketing activities to engage them and convert them into your customers. First, you will need to identify how the market is divided for the product that you are providing.

Think along the following variables to help you identify the different customer groups:

- Geography : region , population, climate
- Demographics : age, gender, income, family size, family lifecycle
- Psychographics : lifestyle, personality, interests, habits, values
- Behavior: usage, loyalty, readiness to purchase, attitude towards product, buying decision
- Benefits : social status, health, emotions
- Customer group’s overall attractiveness it is the potential segment attractive based on market size, growth potential, profitability, scale economies and risk.
- Company’s objectives and resources is it worth investing in this customer group given the firm’s objectives, competencies, and resources?

Develop your unique selling proposition. Then communicate the unique value and benefits of buying your product, rather than just technical specifications or basic functions. Customers want to know “what is in it for them” and whether it is reason enough to buy your product, and not your competitor’s.

To communicate your unique selling proposition, you need to address the following aspects:

- State specific benefits that come with your product. Make sure you move beyond the obvious functional benefits.
- Offer a unique benefit that your competitors do not offer.
- Offer a benefit that is meaningful and meets a real need, whether or not it is a need that is currently felt.



Fig: 3.4 Identifying customer needs and wants

https://www.youtube.com/watch?v=Wf_EprTc71Q **(Access date 01/20/2023)**

3.5 Directing Customers

Merchandising is the process and function of designing and delivering the product to ensure customers satisfaction and meet the objective of profit making to the organization. Make 'attractive' offer of wide variety of the product that are categorized and displayed in their store. They are offered with attractive price and other benefits that all can be summarized as merchandising. Merchandising can be defined as "Planning, Buying, Assorting, Promoting Placing, Setting and Replenishing the Goods".

What you buy must be sold the offer or the package i.e., product, price, place and promotion must appeal the visitor, to ensure sale. It is basically product itself that should be of customers liking. Along with this display of product, it price, discount, service and other features are taken as 'offer' that must appeal and attract a customer.

Merchandising has two broad objectives:

- Buy and store the inventory or product that is expected or needed by the people.
- Achieve the objective of the business i.e., Growth, profit etc., that is possible when inventory is sold.

Types of Merchandise:

Merchandise can be broadly classified under following heads:

a. Staple:

These are necessaries of life that are used every day. E.g. food, clothing, stationery, cosmetics, toiletries etc. They have regular and stable demand. Fluctuation in demand, supply and price is minimum.

b. **Fashion**:

Consumption of these goods is dependent on current fashion. Demand lasts until its fashion. Depending on nature of goods, fashion may be for seasons or years. Retailer has to stocks the product until the fashion lasts. If the stock remains unsold as goods become out of fashion, has he has to adopt marketing strategy like discount, 'buy one get one offer' to clear stock.

c. Fads:

It can be said as fashion which lasts for a very short period of time. It is risky to store such goods in bulk quantity as there is no guarantee regarding duration of demand.

d. Seasonal:

Goods that are demand in particular seasons. Based on weather features, we can classify seasons as Monsoon, Summer, Winter accordingly specific products like, Umbrella, Sweaters, Cool Goggles, soft drinks, Ice creams etc., are demanded accordingly the product is to be stored. Similarly season of festivals, marriages have its own demand for sweets, Jewelry, Clothing, etc.

3.5.1 Merchandise Management

Merchandise management is planning and controlling of retailers inventories and investment in that. It ensures optimum investment and ensures adequate ROI keeping in objectives of organization.

Merchandise management is concerned with:

- Merchandise planning what to buy.
- Acquisition – from whom to buy – source of supply
- Handling – Placing merchandise in store.
- Monitoring the stock levels and inventory and merchandise movement.

Merchandise management is necessary to:

- Identify segment of customer to be served and category of product to be served to them.
- Studying the demand, taste fashion that has impact on stock levels.

Based on that study make adequate planning as to what to buy and how to promote its sale.

Ensuring optimum investment in each category of product without allowing for either:

i. Shortage of stock that will harm sales and reduce returns.
ii. Excess of stock that may force a firm to undertake acts like discount, bargain sale that will have impact on profitability.

3.5.2 Principles of Merchandising:

Merchandising is delivery of right product at right place and right time to the targeted customer. Successful operation of merchandising is dependent on following principles.

i. Offer What Customer Wants:

Retailer must offer in his store what the customer wants or desires. He must select the segment of customer to whom he has to serve (like rich, middle class, Youngsters, kids, ladies) assemble the goods that they expect, assort and Offer them at a price, style and content etc., that is liked by them.

ii. **Prepare Merchandise Plan:**

Merchandiser has to finalize the merchandise plan. Such plan must be based on demands and specialty of each store and department. Micro details like types of products, brands, price category etc., have to be planned.

iii. Selection of Sources of Supply:

It is said goods well bought are half sold. Merchandiser has to select vendors or suppliers who meet his requirements in terms price, quality, delivery and reliability. He has to search the list of suppliers available locally or at regional or international level depending on his need and select the supplies who meets his demands. Merchandiser has to negotiate with the vendor the terms of buying price, terms of delivery, payment base.

iv. Consistency and Change:

There should be consistency in merchandise assortment. Regular customers are habituated to particular lifestyle, products, price etc. Retailers should be capable of offering regularly as to what his customer's desire. Along with this he has to introduce an element of novelty, bringing the gradual change in product, style of operation etc. to match the changing trend and demand of his customers.

v. Present Right Assortment:

Retailers have to present right assortments of merchandise, i.e., types of product, brand, price range, and other features that the regular customers expect. Products must be presented category wise offering convenience and comfort to the customer in selection of product.

vi. **Customer relationship management (CRM)**

Sale to a customer is not a once day affair or a single transaction. A customer who visits a store must repeatedly visit the store. Retailer has to develop relationship with the customers.

This is possible when:

- Retailer understands need of each particulars customer. Pay personal attention to visiting customer.
- Attend any problems faced by customer through after sale service.
- Offer courteous service and make shopping a pleasing experience.

vii. Customer Delight:

A successful retailer not just satisfies visiting customer by offering the product he wants, he surprises him with much more. Retailer should ensure customers delight through new products, offers, discounts, installment, returns and other facility something that is unique, which may please and delight a customer and make him to loyal be organization.



Fig: 3.5.2 Merchandise management full process

https://www.youtube.com/watch?v=t0lPQk_kpzc **(Access date 01/20/2023)**

Self-Check – 3	Written test

Name…… ID…… Date…….

Directions: Answer all the questions listed below.

Part I: write true or false (2point each)

1. An effective questioning strategy is vital to be an effective salesperson.
2. Before showering your customer in questions, always remember to give them an opportunity to talk.
3. Merchandising is the process and function of designing and delivering the product to ensure customers satisfaction.
4. Retailers have to present right assortments of merchandise.
5. Goods that are in demand for a very short period of time is called fad.
6. Objects and images are also tools that can be used to communicate nonverbally.
7. To identify the customers, understand their need; buy those goods, categories and place.
8. Grouping the consumers help to identify which group is the most appropriate target for your products.
9. Effective listening is a skill that underpins all positive human relationships.
10. Listening is the ability to accurately receive and interpret messages in the communication process.

Part II: Choose the best answer (2point each)

1. ----------Questions can be used to encourage customers to agree or consider a particular point.

   A. Closed Questions C. Leading Questions

   B. Rhetorical Questions D. Multiple Questions E. All

2. Which one is odd?

   A. Closed Questions C. Which?

   B. When? D. How?

3. Good listening skills have benefits in our personal lives, including:
   A. A greater number of friends C. improved self-esteem and
   B. social networks D. confidence E. all
4. Nonverbal communication types include:
   A. facial expressions,
   B. gestures,
   C. paralinguistic
   D. all
5. ----------Refers to vocal communication that is separate from actual language.
   A. Artifacts B. Appearance
   C. Appearance D. Paralinguistic
6. To communicate your unique selling proposition, you need to address the following aspects:
   A. State specific benefits that come with your product.
   B. Offer a unique benefit that your competitors do not offer
   C. Offer a benefit that is meaningful and meets a real need
   D. None
7. Which one is Principles of Merchandising

A. Customer Delight:
B. CRM:
C. Present Right Assortment:
D. Offer What Customer Wants

8. Merchandise management is concerned with:
   A. What to buy.
   B. From whom to buy source of supply
   C. Placing merchandise in store.
   D. Monitoring the stock levels, inventory and merchandise movement.

LG #30	LO#4. Sell Benefits

Information Sheet 4

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Matching customers' needs
- Communicating knowledge of products features and benefits
- Describing product use and safety requirements
- Referring customers
- Answering routine customer questions

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Match customers' needs
- Communicate knowledge of products features and benefits
- Describe product use and safety requirements
- Refer customers
- Answer routine customer questions

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets
4. Accomplish the Self-checks.
5. Perform Operation Sheets
6. Do the "LAP test

4.1 Matching Customers' Needs

Keeping the customer satisfied: the key to profit. Communication is the key to satisfying customer needs and wants. The secret to satisfying customer needs and wants is to connect with them. This is what ensures a business always matches products and services to the needs of its customers.

There must be value for the customer across three key areas:

- **Product** – does the product meet expectations of features, benefits, quality, and price?
- **Process** – will the product or service improve the customer's business or life?
- **Performance** – will the product or service impact the customer's revenues and profits?

Without having meaningful communication with the customer, a salesperson won't be able to offer a useful solution. He or she will be ill-equipped to satisfy customer needs and wants. It's also fair to say that a customer's needs and wants are constantly evolving. So not only must a salesperson have the skillset to communicate effectively with his or her customer, but this communication and relationship must be constantly and ongoing.

4.1.1 Know Your Customers' Needs

a. **Understand their vision.** Car buyers have a vision of what they're looking for. Similarly, clients have a vision, however vague, of how they want to be different. They may say, "I need help managing my anxiety" or "I want to stop arguing so much with my husband." Your job is to ask questions to help them clarify that vision.

b. **Find out what they expect.** For the car salesperson, drilling down into specific expectations involves asking about price range, gas mileage, and so forth. For therapists, it means asking prospective clients if they've been in therapy before and what exactly they liked or disliked about it. Are they looking for a particular therapeutic approach or simply a safe place to talk things out? This step involves fine-tuning the vision and clarifying expectations.

c. **Reflect back what you heard.** Many therapists rush past these first two steps and move right into gathering background information about family history symptoms and medications. Don't make this mistake! Slow down and take the time to make sure potential clients know that you understand what they're looking for.

d. **Attend to nonverbal cues and verbal subtleties.** Even if your initial meeting with a potential client is over the phone, you can be mindful of the kind of language they like to use and match their energy level.

e. **Make your pitch.** At this point, you want to present what you have to offer. Here the car salesperson says, I think this car has all the things you're looking for. You can present your experience and summarize your approach and style. What you're doing is aligning someone's vision with yours and educating them about your approach which is the heart of the sale.

f. **Get yeses down the line.** A good car salesperson is looking for agreement to each element of his pitch and is alert to any negative responses. If you don't address signs of ambivalence or concern from clients early on, clients probably won't come back.

g. **Summarize and close the deal.** You can start this step by saying, I feel like we're on the same page. Do you? If you don't get a solid yes or if you hear a hesitant yeah, I think so hen back up. If you do get a firm positive response, you can lay out the next step. Here, the car salesperson would talk about financing or delivery times. But you can talk about a six session commitment, homework assignments, or what you'd like to focus on in the next session.

h. Follow up. Some clients are shopping around and actually do need time to think before they commit to anything. Don't pressure them as most clients will hear that as manipulation, which it is. Instead, tell them to call if they have any other questions. Then, be sure to follow up.

4.2 Communicating Knowledge of Products Features and Benefits

One of the biggest traps a marketing writer can fall into is confusing features vs benefits. Both features and benefits are equally important for effective advertising copy, but at the end of the day, it will be the benefits that give you the best advantages for converting customers.

The difference between benefits vs. features

- **Features** are defined as surface statements about your product, such as what it can do, its dimensions and specs and so on.
- **Benefits**, by definition, show the end result of what a product can actually accomplish for the reader.

It can be difficult to tell the difference between the two, as many features might sound like benefits. So your marketing should show your customers how each feature of your product solves a problem, meets a need, or satisfies a desire.

4.2.1 Communicate the Features and Benefits of Product Tips

Here are four tips to help you communicate the value of your offerings.

i. **Identify the features of your product or service**

Look at what you offer, and ask:

- How is it made?
- What is it made of?
- How is it packaged and delivered?
- What is new or unique about it?
- Does it offer a bonus?
- What is its life span?

Your marketable features might include free consultations, the technology you use, the contractors you hire, overnight delivery, or follow-up services. Not every feature is worth marketing, so consider what will appeal most to customers.

ii. **Showcase features and benefits.**

Features are the actual characteristics and capabilities of your product. Benefits are how these features provide value to your customers. For example, a digital camera's features might include megapixels, lens type, and memory card size, but its benefit would be the ability to capture action shots without motion blur. Analyze your offerings to make sure you understand your features and benefits, and can leverage both in marketing.

iii. Craft benefit statements.

For each item on your list of product or service features, consider the advantage it provides to customers:

- Does the feature solve a problem or address a frustration?
- Does it satisfy a need or desire?

Then, use that information to create benefit statements, which list the larger benefit of an offering first and follow up with the specific features.

iv. **Revise your message as needed.**

Adapt your benefit statements for different media types, including packaging, product descriptions, advertising messages, and in-person meetings.

- Water-resistant upper for durability
- Cushioned midsole for all-day comfort
- Lug sole for stability and traction

While this format isn't suitable for all marketing messages, it can help you communicate features and benefits to customers quickly and clearly. By highlighting the direct benefits that come with the features of your product or service, you can show customers why your offerings are the best available. Consider these techniques as you develop your advertising and marketing strategy and include it in your business plan.

4.3 Describing Product Use and Safety Requirements

A safe product is one that does not present any unnecessary risk to anyone when the product is used in a normal or reasonably foreseeable way. Consumer products must be 'safe'. Safety can be assessed by the application of standards.

The following are Description of product use:

- **Know Who Your Target Audience is**

  The first step to writing product descriptions is to define your target audience. You want to be able to define which features would be of most interest to your potential buyers. This begins with understanding your buyer persona, a breakdown of the characteristics of your potential customers. Your buyer persona will help you understand which features will be most valuable to your customers.

- **Focus on the Product Benefits**

  As a business owner, you are understandably excited to share all of the qualities of your products. You want to show that your product has the best features and the most unique specs. The buyer, however, is not necessarily interested in the mundane features of the product. Instead, they want to know how it can benefit them. A product feature is a factual statement about the product that provides technical information. A product benefit, on the other hand, tells how the product can improve the buyer's life. If we take a closer look at the product description of the very unique item from above, we can see the key features of the product as well as the benefits.

  - **Tell the Full Story**

  A good product description should give all relevant details, convince the buyer of its benefits, and pack an emotional punch. Emotions influence buyer behavior, so your product description is the perfect place to elicit emotions. The product description includes features, sure, but it goes further into the story of the key feature: the amethyst. It does this by focusing on the traditional spiritual benefits of amethyst. It focuses especially on the ways in which it can be used, making it easy for the customer to imagine having this ring in his or her life.

- **Use Natural Language and Tone**

If you read your description aloud, does it sound like a real conversation that you would have with your friend? Or does it sound like a computer-generated string of words? If your product description isn't something that you would say to your friend about the product, then it's time to inject a little life into them. Bringing this natural tone–one that you would use in a real conversation–will help your customer connect with your brand.

4.4 Referring Customers

Referral marketing is the method of promoting products or services to new customers through referrals, usually word of mouth. Such referrals often happen spontaneously but businesses can influence this through appropriate strategies. Word of mouth is a powerful tool for building your business and the right words are keys to obtaining it.

Methods of Getting Referrals from Customers:

i. Exceed expectations
ii. Make the experience shareable
iii. Look for opportunities for a positive response
iv. Act on positive feedback
v. Keep existing customers engaged
vi. Distribute your content and resources
vii. Create different avenues for advocacy
viii. Leverage LinkedIn.
ix. Provide a template
x. Add a customer loyalty program.
xi. Align with your customers' values
xii. Refer other companies
xiii. Adopt a customer referral program
xiv. Offer incentives

It can be difficult to figure out where to get started and which methods of promotion will give you the best results. The truth is, there are many low-cost ways to promote your business, and what works may depend on your industry, offerings, and audience.

Take a look at these methods below and see which ones make the most sense for your business:

i. Offer loyal customers an exclusive preview

Your loyal customers are a key part of how to promote your product, because they are most likely to not only buy it, but also promote it to their networks. This can take the form of a private, in-person or virtual pre-launch party: an online tour, preview, or demo. Or, it could even be a special invitation to test it out and give feedback. These exclusive offerings to loyal customers reinforce how much you value them and also help to retain their loyalty.

ii. **Use a special introductory offer**

Rather than just announcing your new product or service, you can make it available as a part of a special introductory deal.

This deal can take many forms, including:

- Discounted pricing.
- Reduced-rate bundle or package.
- Joint promotion with a complementary business.
- Voucher or coupon with purchase.
- Buy one get one free deal.
- Double the points if you have a loyalty program.
- Free gift for every referral

Whatever your promotion, be sure to emphasize that it won't last forever. Customers whose purchase power is limited, either by time or inventory, will feel a more pressing sense of urgency to buy.

iii. **Make Use of Google Business**

There are several ways you can promote your new product or service using your Google Business Profile, provided you have a Google My Business account. The first is via Google My Business posts.

iv. Run a social media contest

Social media contests are a fun, easy way of connecting with customers and bringing in more fans/followers and prospects for your business. Facebook contests garner an average of 34% new customers per campaign, which is a great way to combat the platform's low organic reach.

As far as positioning is concerned, the winner(s) of your Facebook or Instagram give away should gain the opportunity to be the first to get their hands on your new offering, and get it for free or at a discounted rate.

v. Spread the word via email

Did you know that 82% of consumers open emails from businesses, and that 76% of email subscribers have made purchases from an email marketing message? Email is a fantastic channel for getting the word out about your new product/service. Plus, it makes a great incentive to get subscriber signups in the first place.

vi. **Write a blog post**

When promoting your new product or service, you may not have a landing page for customers or subscribers to go to. After all, your new offering could just be an upgrade on an existing platform or account. In this case, your goal may not be to get more customers, but to get your existing customers engaging, or to re-engage dormant customers. Having a blog post written on the newly launched item is a great way to go into depth on all of the details, features, and benefits you would otherwise include on a landing page, and you can share the link to the blog post via your emails or social media channels.

vii. **Host an event**

Events not only get customers excited about your new product or service, but can also get new prospects personally engaging with you or other employees of your business a great way to win them over as customers. Events don't have to be fancy and super organized; something as simple as an open house or an info session will work for locations like salons, fitness centers, yoga studios, spas, and retail stores. If your business is in a location with other local businesses, you can work together to have a sidewalk sale or outdoor open house to draw even larger crowds.

During the pandemic, virtual events still serve as an effective promotion tool. You might:

Host a Facebook Live session demoing the product and highlighting its features.

Run a live or recorded Q&A on the product itself.

Center the event around an influencer who has expertise around your new product or service, with the promise to unveil the new offering at the end.

viii. **Post on social media**

If you're using any of the tactics mentioned above to promote your new product or service, make sure to spread word of your deals and offerings via your social media accounts (as many of the companies did in the examples above). This is an easy way to reach your audience, and your followers can easily share your post to their own profiles. Another benefit is that customers/prospects can ask questions about the product in the comments section. Their questions and your answers can serve as an organic FAQ. The post can link to a landing page or blog post with more information.

i. Run Facebook ads

With 1 billion daily active users, Facebook advertising is a window to a large base of people who will be interested in your new product or service. Facebook ads are particularly useful because the personalized data voluntarily provided through users' profiles makes for unbelievably specific audience targeting.

You can factor in gender, age, location, interests, marital status, profession, and more ensuring you'll get the most bangs for your buck. There are also several options for ad type, budget, and duration of campaign, so you can accommodate your goals within your means.

j. Allow trade-ins

If your new product is, in fact, an upgrade of an older one, consider a trade-in program. Trade-in promotions are effective because consumers are more likely to buy a new product using a token or credit they already have (in this case, the product they own). You can also resell the old trade-in products (provided they are in good enough condition) or use them for future giveaways.

k. Share customer reviews

One of the best ways to promote a new product or service is to let your customers promote it for you. If you take advantage of some of the ideas previously mentioned (like offering an upgrade or free trial), you can then ask them to write an online review of the new service or provide material for a testimonial.

4.5 Answering Routine Customer Questions

Improve customer service by answering common questions. Save your time and money by reducing the number of repetitive calls and emails to your support staff. Enhance your visibility in search engines. Improve the user experience by making it easy to find what they are looking for rather than search the site.

Answering customers' questions daily is a large part of many people's jobs. Some people may feel like they can answer a customer's question as long as they are knowledgeable of their company's products or services. While this may be true, the real question is, are you answering your customers' questions with style.

In reality, there is so much more to consider when answering questions than just having product knowledge. For example, consider how your customers feel after you have answered their questions. You may think you met their needs, when they still have concerns. The way you respond and the style you use when taking care of a customer affects how they perceive you and your company overall.

4.5.1 Answering With Style

As simple as it may sound, there is an art to answering customers' questions with style. Below are a few tips for you to keep in mind when you are faced with customers' questions:

- **Use a positive tone of voice: –** We all know that you can say the exact same thing with two different tones of voice, and the messages will be perceived differently. Whether in person, on the phone, or in writing, the tone of voice you exude can affect how you are perceived in your customers' eyes. No matter what, when answering your customers' questions, always project a confident and pleasant tone of voice, even if the customers are not very pleasant with you.
- **Be professional: –** Chose your words carefully, use correct grammar, and avoid using jargon that your customers may not be familiar with. In addition to avoiding jargon, you also want to stay away from using slang terms, such as "yup" or "nope". Enunciate and speak clearly so your customer can understand your answer.

- **Be aware of your rate of speech**: – You don't want to talk so fast that customers don't understand you or feel as if you are rushing them off the phone. Speak at a natural pace that is not too slow and not too fast. Match your customer's rate if possible.
- **Empathize with the customer (if appropriate):** – If customers are upset, many times they want you to know what they are experiencing. What they are looking for is some sort of empathy and a solution. In this day and age, empathy seems to be overlooked, and many agents just focus on a solution. Nothing can upset your customers more than not listening to them and not acknowledging their feelings before giving them an answer.
- **Confirm your understanding**: – In order to help your customer, you have to fully understand what he or she wants, and make sure that you are both on the same page. In order to confirm your understanding of what the customer needs, you might say something like this; "Just to confirm, you have not been able to print from your printer since you installed the new software. Right?" Confirming your understanding not only ensures that you and your customer are headed in the same direction, but it also shows that you were listening.

The best methods answering routine customers' questions are:

- Clarify the question first. Customers ask two basic types of questions
- Show your domain expertise.
- Make sure everyone understands
- Provide an expert point of view.
- Redirect inane and unfair questions.
- Respond with metaphors.
- Demeanor speaks volumes.

The main Routine customer questions include:

- price and price reductions
- quality
- availability
- features and benefits

Self-Check – 4	Written test

Name…… ID…… Date…….

Directions: Answer all the questions listed below.

Part I: Write true or false (2point each)

1. Communication is the key to satisfying customer needs and wants.
2. One of the biggest traps a marketing writer can fall into is confusing features vs. benefits.
3. Features are the actual characteristics and capabilities of your product.
4. Referral marketing is the method of promoting products or services to new customers through word of mouth.
5. Word of mouth is a powerful tool for building your business and the right words are key to obtaining it.
6. Merchandising is the process and function of designing and delivering the product to ensure customers satisfaction.
7. Retailers have to present right assortments of merchandise.
8. Goods that are in demand for a very short period of time is called fad.

Part II: Choose the best answer (2point each)

1. To identify the features of your product or service. Look at what you offer, and ask: How is it made?
   A. What is it made of?
   B. How is it packaged and delivered?
   C. What is new or unique about it?
   D. Does it offer a bonus?
   E. All

2. Communicate the features and benefits of product tips
   A. Identify the features of your product or service
   B. Craft benefit statements.
   C. Revise your message as needed.
   D. Showcase features and benefits E. None

II. Which one is Principles of Merchandising
   A. Customer Delight:
   B. CRM:
   C. Present Right Assortment:
   D. Offer What Customer Wants

III. Merchandise management is concerned with:
   A. What to buy
   B. From whom to buy source of supply
   C. Placing merchandise in store
   D. Monitoring the stock levels, inventory and merchandise movement.

IV. Know your customers' needs?
   A. Understand their vision C. Follow up
   B. Make your pitch D. Reflect back what you heard

V. Methods of Get Referrals from Customers includes:
   A. Exceed expectations**.**
   B. Make the experience shareable.
   C. Look for opportunities for a positive response.
   D. Act on positive feedback
   E. All

8. Merchandise management is concerned with:
   A. What to buy.
   B. From whom to buy source of supply
   C. Placing merchandise in store.
   D. Monitoring the stock levels, inventory and merchandise movement.

LG #31	LO#5. Overcome Objections

Instruction Sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Identifying and accepting customer objections
- Categorizing objections into price, time and merchandise characteristics
- Offering solutions with store policy
- Applying problem solving

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identify and accepting customer objections
- Categorize objections into price, time and merchandise characteristics
- Offer solutions with store policy
- Apply problem solving

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets
4. Accomplish the Self-checks.
5. Perform Operation Sheets
6. Do the “LAP test

Information Sheet 5

5.1 Identifying and Accepting Customer Objections

A sales objection is an explicit expression by a buyer that a barrier exists between the current situation and what needs to be satisfied before buying from you. Beyond that, it's an indication that the buyer is engaged, which sure beats apathy. There are so many objections. Pricing concerns is probably the most common objection that you'll encounter.

For Example

- it's too expensive
- Isn't this cheaper online?" hidden costs" that come with Internet purchases
- I need to consult with my significant other first." situation
- "I've had a bad experience with this product or brand in the past."

The following are Steps to overcome sales objections and move closer to the sale:-

a. Listen Fully to the Objection

Take the time to listen to the objection fully. Do not react defensively. Train yourself to ignore any negative emotions you may be feeling, and stay focused on what the buyer is saying and the business problem you are helping to solve. Listen with the intent of fully understanding the buyer's concerns without bias or anticipation, and allow your body language and verbal confirmations to communicate to the buyer that you are listening intently.

b. Understand the Objection Completely

Many objections hide underlying issues that the buyer can't or isn't ready to articulate. Often the true issue isn't what the buyer first tells you. It's your job to get to the heart of the objection, and then fully understand it and its true source. You must ask permission from the buyer to understand and explore the issue. Once explored, restate the concern as you understand it. Sometimes when you restate the objection, the buyer sees the issue more fully, and you get closer to the true source of the objection as a result.

Even after the buyer confirms you understand perfectly, ask "What else?" and "Why" questions for clarification. Often it is the answer to that last "What else?" that contains the biggest barrier to moving the sale forward.

c. Respond Properly

After you're confident you've uncovered all objections, address the most important objection first. Once you work through the greatest barrier to moving forward, other concerns may no longer matter or feel as important to the buyer.

d. Confirm You've Satisfied the Objection

Once you've responded to the buyer's objections, check if you've satisfied all of their concerns. Just because they nodded during your response doesn't mean they agreed with everything you said. Ask if the buyer is happy with your solution and explain your solution further if necessary. Some objections require a process to overcome, not just a quick answer.

5.2 Categorizing Objections into Price, Time and Merchandise Characteristics

There are many types of objection. Here are a few of the main ones. If you can classify how they object then you are on the first step to handling the objection.

To handle the objection the following should be considered:-

Need: They say that they do not need your product or service for some reason or another, or perhaps have a need that you cannot satisfy. Examples I have one of those already. My car works just fine thank you. I have no space for any more. Sorry, I just don't want it.

Price: The objections here are about the price of the product.

Examples How much? I have already spent my budget for the month. Your competitors sell a better product for less money. I could get it cheaper on the web. I didn't realize that service was not included.

Features: They object to some element of what you are selling, whether it is aspects of a service or details of a product. Examples I don't like that style. It looks rather modern for me. It does not have the latest gadgets. The guarantee is only six months. It is far too big. It is not good enough quality.

Time: In this, the objection is around time, such as the person not being ready to buy.

Examples: I don't know. I need to think about it. I won't have the money until next month. I am moving next year, maybe then. I need to talk to my manager first.

Source: They question the source of the product, often its credibility. This may include questions about you, too. Examples I do not know you from Adam. I prefer to buy from people I know. I saw a report about how badly your company treated its workers. How will I know if you are around to service this in five years?



Fig: 5.2 Seven tips to overcoming objections in sells

https://www.youtube.com/watch?v=bVRyGP_t_T8 (Access date 01/20/2023)

5.3 Offering Solutions with Store Policy

Store solutions ensure consumers have a new personalized experience. Putting this in to perspective, Brick and Mortar stores must ensure operational efficiency across all outlets. A completely integrated store, POS to inventory and back office empowers store managers to access information quickly and take important decisions without a delay.

- **Methods of offering solutions to store policy**

a. Deeper Customer Engagement

Strong customer engagement enables retailers to build and maintain positive customer relationships that foster brand loyalty and increased sales opportunities. Your retail partner can identify and help your brand use key customer analytics to assess the effectiveness of customer engagement across all touch points and channels.

By combining these crucial customer insights with customized initiatives (such as targeted promotions, loyalty programs and deeper personalization through Omni channel CRM), your brand can more effectively interact with shoppers across all online and in-store channels, forming stronger relationships that drive business growth.

b. Support for Integrated channel Operations

Retailers already understand that their customers expect 24/7/365 access to digital and social shopping channels, but many struggle to identify and implement the in-store solutions and business process changes needed to deliver on ever-evolving customer expectations. By leveraging the resources and expertise of your retail partner, your organization can develop truly-integrated Omni channel operations that offer connected, personalized shopping experiences through its online and in-store channels, improving customer satisfaction while maximizing business profitability through increased efficiency and ability to scale.

c. Enhanced Security

As a retail business, one of your first and most pressing concerns should be protection from fraud and major data breaches. Fortunately, by leveraging the EMV-compliant security systems and practices of its chosen retail systems partner, your organization can keep its assets safe from a wide variety of business threats and ensure that all essential systems and information are recovered in the unlikely event of a data breach.

It can be very challenging to accurately and consistently gather detailed customer intelligence, particularly if your business engages with thousands upon thousands of store shoppers each day.
Believe it or not, most retailers have very little idea of where individual consumers are in their offline or in-store shopping experience because it is infinitely more difficult to keep tabs on people when they're dealing with cash transactions and in-person conversations rather than online profiles and forms. Despite the fact that online shopping has taken the world of retail by storm, a massive number of consumers still regularly shop at brick-and-mortar stores.
It's critical for retailers to develop a way to reach these traditional customers before and after they make in-store purchases.

5.4 Applying Problem Solving

Successful service professionals know that they are problem solvers for their clients. Positioning yourself as a problem solver helps your clients instantly see how working with you will make a difference in their life and/or business. It can also help your unique business stand out in the market. In order to put this strategy to work for you, you've got to find the right solutions to offer. When you take the time to learn your clients' needs, you'll dramatically increase your sales because you will offer exactly what your clients are looking for. Creating packages and programs that appeal to your ideal client's interests and meet their needs is easy.

5.4.1 Methods to Applying Problem Solving

i Get clear on your clients current problems

In order to offer the right solutions, you need to understand what your clients are currently going through and understand why they are looking for a service professional like you. If you've been working with your target market for a while, you may think you have a good handle on their problems. However, situations that may have been challenging for them in the past may not be so relevant now. So it's always good to problems. This way you can stay up to date on what your clients need and offer better solutions.

ii Ask your prospects and clients for ideas.

One of the best ways to get a clear picture of what your clients need is to ask them! Conducting a survey of your current prospects and clients can give you valuable insight into the exact solutions that they are looking for. Keep your survey short no more and consider offering an incentive for participation. Offering an incentive can increase the likelihood that your prospects and clients will participate.

Ask specific questions on the survey about what type of solutions they'd like to see. Your survey results can help you create products and services that are guaranteed to sell!

iii Keep your ear to the ground

Setting up a survey is an important part of conducting market research, but there are also other types of research that you can use to make sure that your solutions are just right for your clients.

For example, you can search through forums and social networking sites where your ideal clients hang out. Watch for frequently asked questions and issues that keep coming up again and again. You'll likely find that these are problems that your ideal prospects are facing, and are great opportunities for offering profitable, results-focused solutions. Focusing on solving your clients problems will make you more valuable in their eyes and help you stand out among other solo service professionals. If you want to offer the right solutions, you need to understand your client's problems, ask your clients and prospects and conduct market research. By following these steps, you'll be able to offer the solutions that your market is looking for and increase your profits.

Self-Check – 5	Written test

Name…… ID…… Date…….

Directions: Answer all the questions listed below. Examples may be necessary to aid some explanations/answers.

Part I: Write true or false (2point each)

1. A sales objection is an explicit expression by a buyer that a barrier exists between the current situation and what needs to be satisfied before buying from you.
2. Once you've responded to the buyer's objections, check if you've satisfied all of their concerns.
3. If you can classify how they object then you are on the first step to handling the objection.
4. I have already spent my budget for the month.it refers price objection.
5. Listen attentively to your potential buyer, and demonstrate that you truly understand their concerns can help offer solution to sale objections.
6. To master handling objections, you need to prepare responses to common rebuttals from your leads to regain the upper-hand.
7. Successful service professionals know that they are problem solvers for their clients.
8. Setting up a survey is an important part of conducting market research.
9. Successful service professionals know that they are problem solvers for their clients.
10. Setting up a survey is an important part of conducting market research.

Part II: Choose the best answer (2point each)

1. Steps to overcome sales objections and move closer to the sale includes:

A. Listen Fully to the Objection C. Respond Properly

B. Confirm You've Satisfied the Objection D. Understand the Objection Completely

e. All

2. After you're confident you've uncovered all objections, address the most important objection first is.

A. Listen Fully to the Objection C. Respond Properly

B. Confirm You've Satisfied the Objection D. Understand the Objection Completely

3. Methods to applying problem solving
   A. Keep your ear to the ground
   B. Ask your prospects and clients for ideas
   C. Get clear on your clients current problems.
   D. All
4. Categorizing objections include the following.
   A. Time
   B. Need:
   C. Price:
   D. Features
   E. Source
   F. All
5. I don't know. I need to think about it. I won't have the money until next month.it indicates----------.objections.
   A. Time
   B. Need:
   C. Price:
   D. Features
   E. Source
6. The proven strategies for overcoming objections in sales include:
   A. Create an objection management document
   B. Practice the objection responses and commit them to memory
   C. Confirm you've satisfied the objection
   D. Really listen to the objection
   E. All

LG #32	LO#6. Close Sale

Instruction Sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Monitoring, identifying and responding customers' buying signals
- Encouraging customers
- Selecting and applying appropriate method of closing sale

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Monitor, identify and respond customers' buying signals
- Encourage customers
- Select and apply appropriate method of closing sale

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets
4. Accomplish the Self-checks.
5. Perform Operation Sheets
6. Do the "LAP test

Information Sheet 6

6.1 Monitoring, Identifying and Responding Customers' Buying Signals

Buying signals are behavioral cues that indicate the intentions of prospective or existing customers in terms of their readiness to buy. They can help make the sales process more efficient and higher-yielding. The customer will tell you when they are ready to buy. They will give you clues. These are called buying signals.

The following are ways to recognize buying signals and increase your sales:

i Nodding Their Head or Touching the Product

When deciding if a prospect wants to buy, study their body language. If they are nodding, leaning closer to see the product better, looking more relaxed, or sounding increasingly excited, those are good buying signals. If your prospect is looking at the merchandise, playing with it and touching it, that is another buying signal. They are imagining what it's like to own your product and use it. If the prospect is not interested in the product, they would just say, "Okay." They want to end the conversation and walk away.

ii. **Asking About a Specific Product**

If the prospect is asking specific questions about the product, they are giving you buying signals. Questions they may ask include:

What sizes do you have?

Does it come in blue?

How many do you have available?

Do a lot of your customers use this feature?

These questions indicate interest.

iii. **Using Possessive Statements**

A strong buying signal is the prospect will make statements about what life would be like after they own the item. If a couple walks into a furniture store and they say, "This would look very good in our living room," that's a sign. They are already visualizing the sofa in their home when they are talking about your product as if it is theirs.

v. Questions about Price

When the prospect is asking about price, it's a signal that they are ready to make a purchase. The most common way to ask is, "How much is it?" Sometimes they'll say, "Do you have financing available?" They're thinking about how they can make it work if they can't afford the full price. They may also ask about discounts or about the best price. It's a sign that they're interested in your product or service, but they want the best deal possible. These questions about price are all signals that the prospect is ready to reach for their wallet. However, pricing questions can also be misleading. If they ask about pricing and discounts at the very start of the conversation, they might be more concerned about cost than the value of what they are buying. If they ask about price after asking many other questions about the product's value, then it's a signal that they are going to buy soon.

vi. Asking About Delivery and Start Date

Another buying signal is if your prospect is asking you when or how soon they can start. Any question about logistics is a sign that they are ready. For example, they'll ask how soon something will be delivered to their office or if there is express delivery to their home available. They may want to know how long it will take for a service to be implemented or who they can contact if they have more questions in the future. A prospect that isn't ready to buy won't be interested in details. They won't care about information on shipping or how they can contact support if there is a problem. All of these questions about details are buying signals.

vii. Asking Risk Minimization Questions

Here's a bonus signal for how you can tell if your prospect is ready to buy. Prospects may ask risk minimization questions based on their fears. That's when they ask questions like,

"What's your return policy?" or

"How long is the warranty?" or

"How soon can you get back to me?"

All of these are buying signals but the prospect is concerned. When a prospect asks about guarantees and return policies, it may sound like they are raising objections, but it doesn't necessarily mean they will be bad clients. It has nothing to do with your products and services. They may have had a bad experience in the past.

6.2 Encouraging Customers to Purchase Decision

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. The more major the purchase decision, the more effort is typically put into the process.

The following are Ways to encouraging customers and grow sales:

i Make them feel uniquely special

Smile and truly welcome your customer. Exchange pleasantries without going to a hard sell first. Your attitude must be one of friendly service and interest in them.

ii Offer lots of information

Consumers look for trustworthy, knowledgeable individuals to educate them on a purchase. Trust is the most important factor leading to long-term relationships and repeat sales.

iii **Customers need to be involved in the decision**

Help them by using sensory techniques. If possible, place the object being considered in their hand. This not only offers touch, but a sense of ownership, which you should encourage. Say, "Your new earrings will look wonderful with that outfit." Encourage shoppers to touch a fabric, handle and listen to your handmade instruments, taste or smell the products if appropriate.

iv Tell the story

How did you invent this new process of working? Did a trip to a foreign country inspire you? Where did you come across a wonderful antique fabric used in your creation? Stories are a powerful connector which will become "part of your product," and the buyer will retell those stories when showing their purchase to others.

v Make realistic promises

Taking a special order for a customer? Be honest about the time frame and make sure you follow up. Contact them after the order to thank them again, and reassure them about their order, but don't over-promise. Be realistic, and then exceed their expectations.

vi Provide a high level of service

Show respect for them and for their time by being on time for any appointments you may have set up. If you are late, call. Be consistent with a quick response, and keep them well-informed.

6.3 Selecting and Applying Appropriate Method of Closing Sale

As a salesperson (or founder driving sales), your sole purpose is to create clear outcomes: a "yes" or a "no "but never a "maybe." Follow these steps to get your prospects to a definitive outcome as quickly as possible.

The following are the Procedures to close a sale quickly and effectively:-

i Identify the decision-maker and start a conversation

Qualifying is all about asking the right questions and getting insightful information from your prospect to verify beyond a reasonable doubt that they'd be successful after purchasing your solution. Therefore, the quality of information you get from your prospect is extremely important in helping them make the decision to buy (or not to buy).

ii Accurately qualify your prospects

Much of the real work in closing a sale is actually done in preliminary research and early conversations where you qualify your prospect, and determine whether or not they stand to benefit from your solution. If your prospect doesn't fit your ideal customer profile, then you shouldn't waste your time picking up the phone or queuing up further email outreach campaigns. Before following up with a potential prospect, make sure you (or someone on your team) starts by answering crucial qualifying questions like:

- How well do they match your ideal customer profile?
- How big is their company?
- Which industry are they in?
- Where is this company located?
- What's the ideal use case?

- Which tools have they used in the past?
- What kind of ecosystem are they playing in?

If the answers to these questions support what you know about your ideal customer profile, then they're a qualified lead that could likely benefit from using your solution.

iii Pitch your solution (not just the product)

Good salespeople know their product inside and out. Great salespeople transcend their understanding of the product by intimately comprehending all the ways it will have a positive impact on both their prospect's business, and in their daily lives.

iv Create a sense of urgency

Offer your prospect something time-sensitive that they actually want that might incentivize them to commit to you sooner rather than later. This could be a discount on your service, something free, or anything else that lowers the bottom line or level of commitment. This makes them feel like they have the upper hand, and that they have something to lose if they say no.

Don't confuse this sales tactic with rushing your prospect the last thing you want to do is pressure them into saying a firm "no." Instead, provide them with another reason why your product is the right choice for them and it's the right choice right now.

v Overcome their objections

Along the path to closing any sale, you're going to field difficult questions, objections to certain features, push back on pricing, and any number of other sales objections.

Here are some of the most common objections you'll face:

I don't have the time

I don't have the money and your product is too expensive



Fig: 6.3 Seventeen easy closing sales tips

https://www.youtube.com/watch?v=5mJkKGqj-rU **(Access date 01/20/2023)**

Self-Check – 6	Written test

Name…… ID…… Date…….

Directions: Answer all the questions listed below. Examples may be necessary to aid some explanations/answers.

Part I: Write true or false (2point each)

1. Buying signals are behavioral cues that indicate the intentions of prospective or existing customers in terms of their readiness to buy.
2. When deciding if a prospect wants to buy, study their body language.
3. Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.
4. You can Show respect for them and for their time by being on time for any appointments you may have set up.
5. As a salesperson (or founder driving sales), your sole purpose is to create clear outcomes.
6. Good sales personnel know their product inside and out.

Part II: Choose the best answer (4 point each)

1. Ways to Recognize Buying Signals and Increase Your Sales includes.
   A. Nodding Their Head or Touching the Product
   B. Asking Risk Minimization Questions
   C. Asking About Delivery and Start Date D. All
2. The Ways to encouraging customers and grow sales includes.

A. Make them feel uniquely special B. Offer lots of information

C. Make realistic promises D. Provide a high level of service D. All

3. A procedure to close a sale quickly and effectively includes.

A. Accurately qualify your prospects C. Pitch your solution

B. Overcome their objections D. Identify the decision-maker and start a conversation

E. All

LG #33	LO#7. Maximize Sales Opportunities

Instruction Sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Recognizing and applying opportunities
- Advising customers complementary products or services
- Reviewing personal sales outcomes

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Recognize and applying opportunities
- Advise customers complementary products or services
- Review personal sales outcomes

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets
4. Accomplish the Self-checks.
5. Perform Operation Sheets
6. Do the “LAP test

Information Sheet 7

7.1 Recognizing and Applying Opportunities

A sales opportunity is a contact or an account which has been qualified. This person has entered into your sales cycle and is committed to working with you. You have already contacted, called or met him and know their needs or requirements. The opportunity or a deal is a foundation of each sale you are working on.

Tips to ensure you are maximizing every sales opportunity

Here are **3 tips** to ensure you are maximizing every sales opportunity that comes your way:

i Set goals that exceed your target

Look at the top achievers in your market and increase your targets market opportunities.

ii Have a way to keep you motivated

Sales people and organizations we work with are often missing a purpose to keep them motivated about their proposition. These kinds of targets will keep you focused while providing you with reasons to push hard in the marketplace.

iii Make sure you are sold first

The most important sale you will make in your lifetime is the one you make to yourself. When I first started my consulting business, I would cold call a specific market to sign up clients. Once I was done, before moving on to the next market, I would call every client back to gather their success stories. This made me even more deeply committed to what I do for people, which made me lethal in the next market. I start each day by making a list of clients who love our products and services and my sales team shares a list of their own winning clients who love what we are doing.

How to Manage Your Sales Opportunities?

It's not about having the right opportunities. It's about handling the opportunities right. In a lot of ways, the line between closed deals and lost sales depends on how you manage sales opportunities. Here are some things to consider.

iv Accurately qualify your leads:

There may be cases wherein you promote your leads to sales opportunities prematurely. It could be that the lead needs further nurturing, and is not yet sales-ready. When you inaccurately qualify your leads, you end up devoting your efforts on opportunities that take longer to close.

v Know your buyer:

It takes trust and rapport when you want to develop business relationships from your sales opportunities.

vi Know your prospect's obstacles to buying:

There are always perceived risks when buying a product or solution. Understand what might keep a prospect from making a purchase and address these issues.

vii Track the deal's progress:

Once a lead becomes an opportunity, it becomes more important to track deal milestones, instead of monitoring activity levels.

viii Don't be afraid to disqualify:

Not all sales opportunities move to the next stage. Some of them become lost opportunities due to something that you discover as you engage with them. When this happens, don't be afraid to disqualify. This is ultimately better than devoting your time to opportunities you can't close.

7.2 Advising Customers Complementary Products or Services

A complementary good or service is an item used in conjunction with another good or service. Usually, the complementary good has little to no value when consumed alone, but when combined with another good or service, it adds to the overall value of the offering. A product can be considered a complement when it shares a beneficial relationship with another product offering, for example, an iPhone and the apps used with it.

A complementary good is one used in conjunction with another good or service. Such a good may have little value without its complement. When the price of a particular good rises, the demand for its complement drops because consumers are unlikely to use the complement alone. Complements are often used by merchants to increase sales.

Supermarkets place related food products next to each other, such as tortillas next to refried beans, to increase sales of each. Merchants might also sell a product at a low price but charge more for add-on items that complement the first item.

Ways of advice complementary product and service:

- Conducting internal staff meetings
- Mentioning information at briefings
- Developing paper-based information
- Conducting training sessions
- Advert product feature and usage.

7.3 Reviewing Personal Sales Outcomes

Effective performance reviews produce outcomes that benefit your staff and your business. Agreeing on outcomes, setting goals, and following up on staff feedback will show your staff you are committed to meeting their needs. Consider these tips to help you and your management team makes the most of the performance review process.

Method of performance reviews for sales are:

i Agree on outcomes and set goals

The points of agreement made in your performance review need to be clarified in writing promptly after the session. Ensure both participants clearly state their agreement to these outcomes. Your outcomes should cover development recommendations, any offers of rewards and issues for further discussion and resolution.

Agreed future goals and objectives need clear time limits. Setting time frames will help your staff make positive, tangible progress and allow you to measure that progress.

ii Keep your promises

If you have offered to work further on an issue with a team member, be sure to schedule time for the necessary discussions and steps. Staffs that are encouraged by your support will become quickly disillusioned if you fail to follow through.

Give your staff the tools

Identify training or coaching that is closely matched to the skills you need to cultivate in each team member. Schedule routine catch-ups with your staff to see how they are progressing. If you aren't seeing results towards your agreed objectives, change your course of action.

iii Consider a mentoring program

Mentoring is an inexpensive and highly effective way to build and strengthen your team. Mentoring is developing one-to-one relationships designed to build skills by sharing professional and personal insights and experiences. Consider establishing a mentoring program that allows you and senior team members to focus on the individual development needs of your team members. Learn more about developing staff through mentoring.

iv Choose appropriate rewards

Consider rewards for your staff that are well matched to their individual needs. Flexible working hours or extra leave entitlements, for example, may be more appealing to some staff members than simple financial incentives. Tailored incentives also show you are paying attention to your staff and their needs. If you choose financial incentives, take care that your policy is clear and fairly applied based on merit criteria. In choosing financial rewards, you might consider a one-off, flat bonus for chosen staff at the end of the financial year, or percentage increases based on staff performance levels.

v View performance reviews as the beginning, not the end

A good performance review process is ongoing. Use your performance review processes to build stronger, more open relationships between your managers and team members. Emphasize the importance of ongoing appraisals, and ensure you and your team continue to identify development needs and measure their success. Your investment in your staff can earn your business a lasting, loyal and expert team.

Self-Check –7	Written test

Name…… ID…… Date…….

Directions: Answer all the questions listed below. Examples may be necessary to aid some explanations/answers.

Part I: Write true or false (3 point each)

1. A sales opportunity is a contact or an account which has been qualified.
2. In a lot of ways, the line between closed deals and lost sales depends on how you manage sales opportunities.
3. A complementary good or service is an item used in conjunction with another good or service.
4. A product can be considered as a complement when it shares a beneficial relationship with another product offering.
5. Effective performance reviews produce outcomes that benefit your staff and your business.
6. A good performance review process is ongoing.

Part II: Choose the best answer (2point each)

1. How to Manage Your Sales Opportunities?

   A. Accurately qualify your leads
   B. Know your buyer
   C. Know your prospect's obstacles to buying
   D. Don't be afraid to disqualify
   E. All

2. Complementary goods includes are:-

   A. Cars and Petrol.
   B. Shoes and Polish.
   C. Samosa and Potato.
   D. Computer Hardware and Computer Software.
   E. All

3. Effective performance reviews includes:-

A. Choose appropriate rewards

B. View performance reviews as the beginning, not the end

C. Consider a mentoring program D. All

4----------is developing one-to-one relationships designed to build skills by sharing professional and personal insights and experiences?

D. Mentoring

E. View performance reviews as the beginning, not the end

F. Choose appropriate rewards

G. Give your staff the tools

H. All

Reference Materials

Books

Redmond, M. (2002). Interpersonal communication relating to others (3rd Ed.).

Beall, M. (2000). Communication: Making connections (4th ed.).

Zuckerman, M., DePaulo, B., & Rosenthal, R. (1981).Verbal and nonverbal communication of deception.

Web addresses

http://www.smmonline.com/Articles_handleobj.

http://www.sellingpower.com/content/newsletter/issue.php?pc=732

http://www.bankseta.org.za/downloads/faisII/benefits/objections.pdf

http://www.AllBusiness.com/sales/selling-techniques-active-listening/4019422-1.html

http://www.inc.com/magazine/20090901/a-sales-force-built-around-cold-calling.html

http://www.johnboe.com/articles/close_the_sale.html

http://www.sellingpower.com/content/article.php?a=5351

http://www.youtube.com/watch?v=CgfmcuE_06w

http://www.articlesbase.com/sales-articles/telemarketing-tips-about-overcoming-objections-457823.html

http://www.AllBusiness.com/sales/selling-techniques-active-listening/4019422-1.htmlhttp://www.inc.com/articles/1998/12/14304.html

↑http://www.briantracy.com/blog/sales-success/proven-strategies-to-increase-sales-of-your-product/

↑http://www.inc.com/guides/2010/09/5-ways-to-improve-quality.html

↑http://www.briantracy.com/blog/sales-success/proven-strategies-to-increase-sales-of-your-product/

↑http://www.briantracy.com/blog/sales-success/proven-strategies-to-increase-sales-of-your-product/

↑http://www.verticalresponse.com/blog/10-retail-marketing-ideas-to-boost-sales/

↑https://www.sba.gov/blogs/8-ways-boost-sales-your-small-business-services

↑http://www.inc.com/guides/find-new-customers.html

↑https://www.sba.gov/blogs/8-ways-boost-sales-your-small-business-services

↑https://www.retaildoc.com/blog/how-to-increase-retail-sales-three-tips

https://www.reference.com/world-view/policies-procedures-necessary-

https://www.youtube.com/watch?v=WWtro1cMfLU

https://www.youtube.com/watch?v=gXW6BYWtUfw

https://www.youtube.com/watch?v=Bnrdv-7ndFo

https://www.youtube.com/watch?v=ImfU12epYcI

https://www.youtube.com/watch?v=Wf_EprTc71Q

https://www.youtube.com/watch?v=t0lPQk_kpzc

https://www.youtube.com/watch?v=bVRyGP_t_T8

https://www.youtube.com/watch?v=5mJkKGqj-rU

AKNOWLEDGEMENT

The Ministry of Labor and Skills wishes to extend thanks and appreciation to the many representative of TVET instructors who donated their time and expertise to the development of this Teaching Training and Learning Materials (TTLM).

THE TRAINERS WHO DEVELOPED THIS LEARNING GUIDE:

No	Name	Qualification	Educational Level	Region (College)	Phone number	E-mail
1	Gadisa Berhanu	Food Science& Technology	B	Negele Arsi TVET College ,Oromia	0923450658	gadisabe08@gmail.com
2	Mulugeta Alemu	Horticulture	A	Nefas silk polytechnic College , Addis Ababa	09 25322650	mulugetaalex44@gmail.com
3	**Solomon Lambaso**	**Food Science & Technology**	**A**	**Hawassa Tegbared TVET College, Sidama regional state**	**0913729746**	**Sole9746@gmail.com**
4	Bogale Tesfaye	Food Science	A	Yeka Industrial College , A.A	09 20 30 85 94	bogalt19@gmail.com
5	Kiros Mesgbu	Food Science	A	FTVI	0921310111	kirosmez@gmail.com @gmail.co