Sales Management

Unit Two: Prospecting and Qualifying

Course Layout and Overview

▶ Ten units

    ▶ Unit One: The Importance of the Sales Function

    ▶ **Unit Two: Prospecting and Qualifying**

    ▶ Unit Three: The Pre-Approach

    ▶ Unit Four: The Approach

    ▶ Unit Five: The Presentation and Demonstration

    ▶ Unit Six: Handling Objections

    ▶ Unit Seven: Closing the Sale

    ▶ Unit Eight: Follow-up

    ▶ Unit Nine: Selling Strategies

    ▶ Unit Ten: Selling Yourself

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Unit Two Learning Outcomes

► Demonstrate five methods of prospecting for new customers
► Use demographics, psychographics, and geographics to identify potential customers
► Evaluate how a potential customer becomes a qualified prospect

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Why are Learning Outcomes Important?

► Every learning outcome ties back to course materials and content.

► Assessments are tied to each learning outcome.

► Test preparation

Unit Two Overview Topics

► Prospecting new customers
► Demographics, psychographics, and geographics
► How potential customers become qualified prospects

Prospecting and Qualifying Vocabulary

➢ Demographic information
➢ Geographics
➢ Potential customer
➢ Prospecting new customers
➢ Psychographics
➢ Qualified prospect

Prospecting New Customers

- Prospecting new customers
  - referrals
  - warm call and emails
  - LinkedIn
  - creating partnerships

The Role of Marketing Salespeople

THE ROLE OF MARKETING

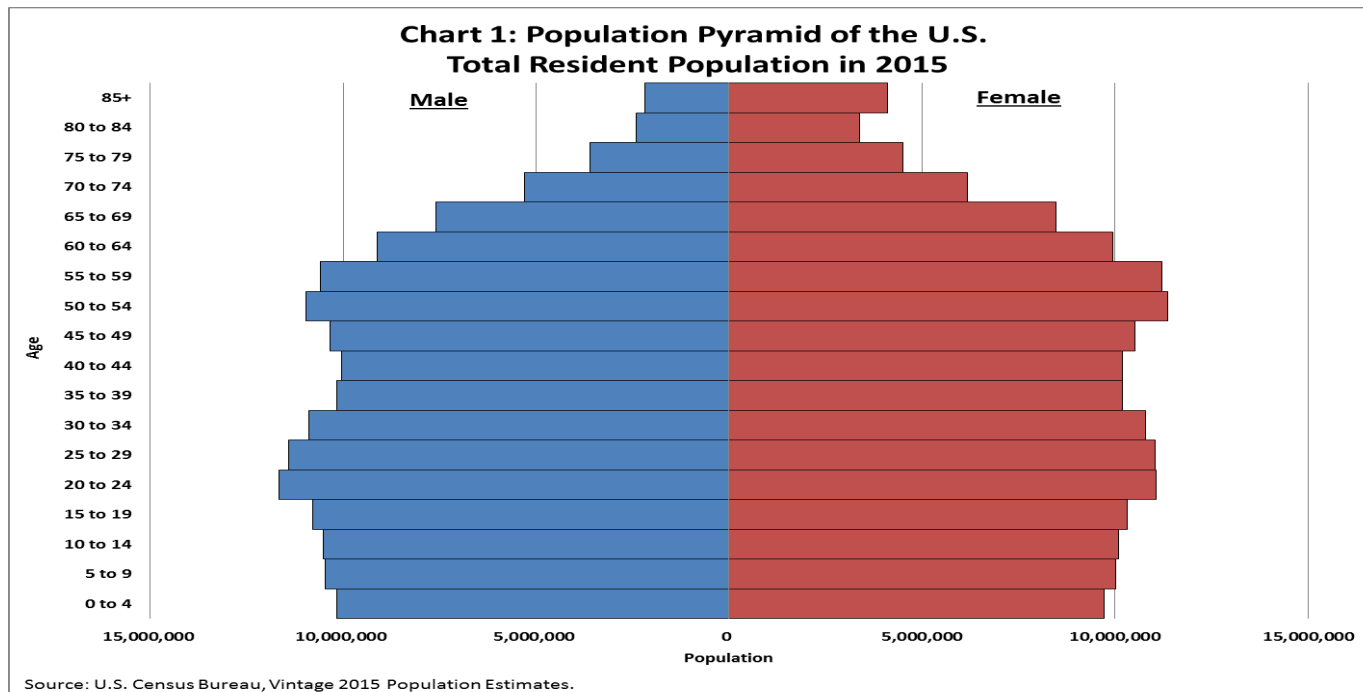|	
IDENTIFY CUSTOMERS	• Understand customer wants and needs • Identify whom to target and how to reach them
SATISFY CUSTOMERS	• Make the right product or service available to the right people at the right time • Make everyone feel better off from the exchange
RETAIN CUSTOMERS	• Give customers a reason to keep coming back • Find new opportunities to win their business

Demographics, Psychographics, and Geographics

- Demographics
  - Age
  - Sex
  - Education
  - Income
- Psychographics
  - Personality
  - Lifestyle
  - Traits
  - Values
- Geographics
  - Physical location

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United States Population

Chart 1: Population Pyramid of the U.S.
Total Resident Population in 2015

Source: U.S. Census Bureau, Vintage 2015 Population Estimates.

How Potential Customers Become Qualified Prospects

➢ Finding qualified prospects
  ➢ reviewing customer information
  ➢ using demographics or psychographics
  ➢ getting better qualified leads
  ➢ can they afford to buy?

Conclusion

► Unit Two Learning Outcomes

   ► Demonstrate five methods of prospecting for new customers
   ► Use demographics, psychographics, and geographics to identify potential customers
   ► Evaluate how a potential customer becomes a qualified prospect

What's Next?

Unit Three: The Pre-Approach