

# Sales Management

Unit Three: The Pre-Approach



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#### 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

## **Unit Three Learning Outcomes**

- Apply different methods salespeople use to research prospective customers
- Compare strategies to research the company and the industry
- Use research to identify a prospect's potential needs



# 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 Three Overview Topics**

- Research prospective customers
- Company and industry research
- Identify a prospect's potential needs



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# The Pre-Approach Vocabulary

- Company reputation
- Determining needs
- > Prospective customers
- SMART objectives



#### Research Prospective Customers

- > Finding perspective customers
  - using demographics and psychographics
  - > following up on customer referrals
  - > asking customers for referrals
  - > completing additional research
- > Preparing a detailed customer presentation



# Selling Exchange Process

#### THE EXCHANGE PROCESS





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#### Company and Industry Research

- Conducting company and industry research
  - > online research
  - > speaking to clients, customers, or employees
  - > scheduling a meeting
- > SMART
  - Specific
  - Measurable
  - Actionable
  - Realistic
  - time bound



#### SMART Goals and Objectives

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<u>Specific</u>: State exactly what you want to accomplish (Who, What, Where, Why)

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 Measurable: How will you demonstrate and evaluate the extent to which the goal has been met?

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 <u>Achievable</u>: stretch and challenging goals within ability to achieve outcome. What is the action-oriented verb?

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 Relevant: How does the goal tie into your key responsibilities? How is it aligned to objectives?

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 <u>Time-bound</u>: Set 1 or more target dates, the "by when" to guide your goal to successful and timely completion (include deadlines, dates and frequency)



# Identify a Prospect's Potential Needs

- Company reputation
- Determining needs



#### Conclusion

- Unit Three Learning Outcomes
  - Apply different methods salespeople use to research prospective customers
  - ► Compare strategies to research the company and the industry
  - Use research to identify a prospect's potential needs



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#### What's Next?

Unit Four: The Approach



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