

SALES



Sales Management

Unit Four: The Approach



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 Four Learning Outcomes

- ▶ Apply strategies salespeople use to make a great first impression on a customer
- ▶ Analyze strategies salespeople use to establish a good rapport with a customer
- ▶ Distinguish between appropriate and inappropriate strategies for establishing rapport



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 Four Overview Topics

- Making a great first impression
- Establish a good customer rapport
- Inappropriate ways to build rapport



The Approach Vocabulary

- Appropriate strategies
- Building rapport
- Inappropriate strategies
- Six Cs of Selling

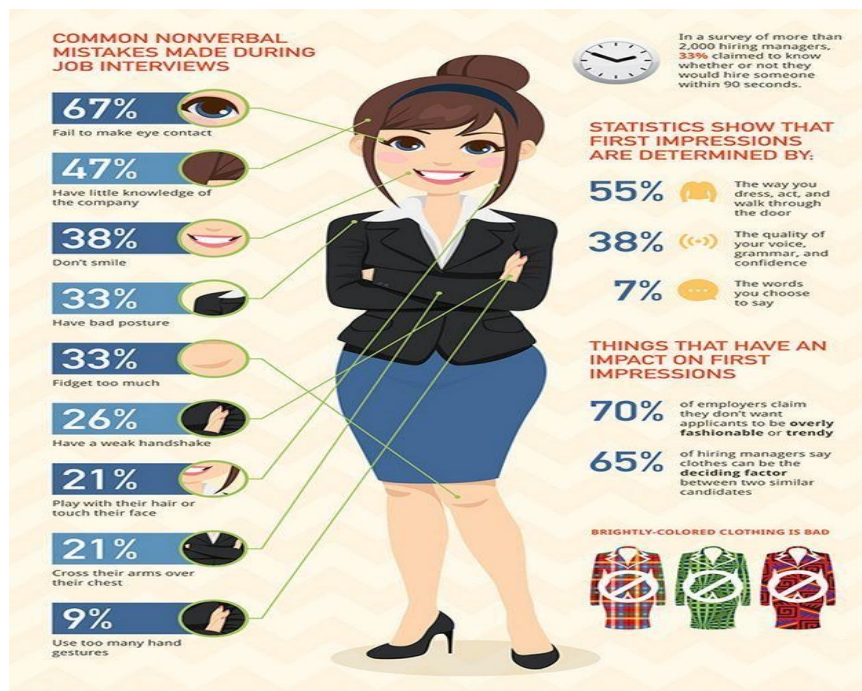


Making a Great First Impression

- Using the Six Cs of Selling
 - Confidence
 - Credibility
 - Contact
 - Communication
 - Customization
 - Collaboration



Making a Great First Impression



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Establish a Good Customer Rapport

- Ways to establish rapport
 - Smiling
 - Use active listening
 - Empathy
 - Ask open-ended questions
 - Establish trust



Building Relationships



Inappropriate Ways to Build Rapport

- Inappropriate strategies to build rapport
 - Arriving late
 - Not being prepared
 - Making up information as you go
 - Making inappropriate jokes
 - Acting inappropriately
 - Talking more than the customer



Conclusion

▶ Unit Four Learning Outcomes

- ▶ Apply strategies salespeople use to make a great first impression on a customer
- ▶ Analyze strategies salespeople use to establish a good rapport with a customer
- ▶ Distinguish between appropriate and inappropriate strategies for establishing rapport



What's Next?

Unit Five: The Presentation and Demonstration

