

SALES



Sales Management

Unit Eight: Follow-up



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 Eight Learning Outcomes

- ▶ Evaluate techniques salespeople use to add value and gain additional sales
- ▶ Assess the importance of customer loyalty for future profits of the company
- ▶ Evaluate the benefits of a good follow-up strategy



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 Eight Overview Topics

- ▶ Sales techniques that add value
- ▶ Customer loyalty and future profits
- ▶ Follow-up strategy benefits



Follow-Up Vocabulary

- Adding value
- Customer loyalty
- Customer satisfaction
- Following up
- Future profits

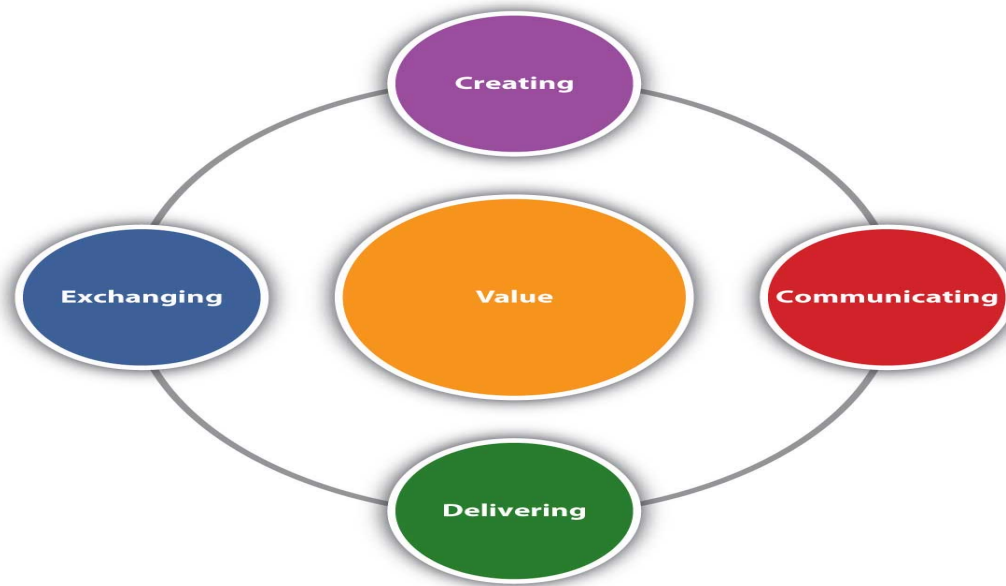


Sales Techniques that Add Value

- Adding value
- Following up after the presentation
 - in person
 - e-mail
 - phone call
 - handwritten note



Adding Value in Sales



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Customer Loyalty and Future Profits

- Creating customer loyalty
- Improving customer satisfaction
- Creating future profits



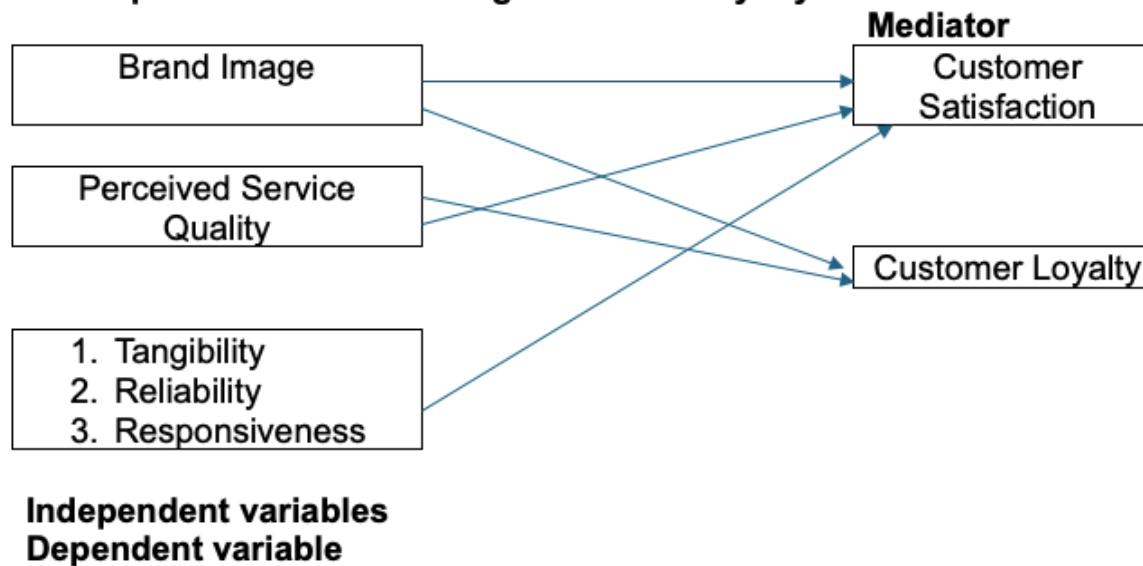
Follow-up Strategy Benefits

- Benefits of utilizing follow up strategies
 - Higher customer satisfaction
 - Loyal customers
 - Creating value



Creating Customer Loyalty

Conceptual Model of Creating Customer Loyalty



Conclusion

▶ Unit Eight Learning Outcomes

- ▶ Evaluate techniques salespeople use to add value and gain additional sales
- ▶ Assess the importance of customer loyalty for future profits of the company
- ▶ Evaluate the benefits of a good follow-up strategy



What's Next?

Unit Nine: Selling Strategies

