



# Selling

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**Decisions, Decisions, Decisions (Helping Customers Make Buying Decisions)**  
A successful salesperson knows how to assist customers with all the “mini” decisions that add up to the final purchase decision. Learn more about these decisions and how you can help your customers make them. ©2008. Recommended: HS/PS

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**Find Features, Boost Benefits (Feature-Benefit Selling)**  
An important part of your job in selling is to determine what each customer is looking for in a good or service. You must prove that your product has the features which will benefit them. ©2007. Recommended: HS

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**Go Beyond the Sale (Customer Service in Selling)**  
Making the presentation and closing the sale are just the beginning of the long journey of generating and keeping loyal customers for your business. Servicing the sale is one of your most important tasks as a salesperson. ©2007. Recommended: HS

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**Keep It Real—In Sales (Selling Ethics)**  
As a salesperson, would you disclose a product's negative characteristics? Your response reveals your selling ethics, the principles that guide your sales behavior. ©2007. Recommended: HS/PS

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**Keep Them Loyal (Building Clientele)**  
Not building a clientele can be costly. Find out how the attitudes and actions of key salespeople help to build a company's clientele. ©2007. Recommended: HS/PS

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**Make the Match (Selling Sponsorships)**  
Sponsorships are a crucial part of a sport/event organization's marketing strategy, so it's important to learn how to sell them successfully. ©2005. Recommended: HS/PS

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**Sell Away (Nature and Scope of Selling)**  
Selling is an extremely important part of our economy. Goods and services must be sold for businesses to exist and private enterprise to thrive. Millions of people work in a variety of sales careers, and selling skills are also essential in most marketing positions. ©2007. Recommended: HS

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**Typcasting (Addressing Needs of Individual Personalities)**  
Specific buying decisions are influenced by a customer's personality, the combination of his/her distinctive traits or qualities. Customers have unique personalities, and salespeople need to handle each personality type effectively. ©2008. Recommended: HS/PS

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**What's the Motive? (Buying Motives)**  
You can only sell products when customers are willing to purchase. That's why it is important for you to understand why customers buy. ©2007. Recommended: HS/PS

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### Approaching the Customer

This presentation discusses the steps to take in approaching customers, and the do's and don'ts involved in the process. The pre-approach and approach, and how they begin the sales process, are discussed in detail. ©2009. Length: 58. Recommended: HS

PPT-09-118-4...\$59.00 (Member: \$56.05)



### Calculating Prices and Discounts

This presentation provides useful information on how to figure sales into the final price along with the difference in state sales tax. ©2009. Length: 33. Recommended: HS

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### Closing the Sale

Various techniques are examined along with examples of each, including following up with the customer. ©2009. Length: 50. Recommended: HS

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### Determining Customer Needs

Importance of being able to recognize what customers need. Differences between needs and wants, how to overcome customer objections, reading body language and a detailed description of the sales process. ©2009. Length: 43. Recommended: HS

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### Determining Sales Quotas

How to set sales quotas, then measure individual performance based on them. Length: 55. Recommended: HS

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### Overcoming Customer Objections

Importance of effectively handling customer objections and trying to turn them into sales. ©2009. Length: 51. Recommended: HS

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### The Power of Customer Loyalty

Ways to attract and maintain customers are discussed, along with the business characteristics needed to retain customers. ©2009. Length: 36. Recommended: HS

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### Sales Finance

Techniques used to finance a sale. Basics of loans and how financing differs with each type of loan. ©2009. Length: 30. Recommended: HS

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### Sales Follow-Up

Methods for following up after a sale, and examples for each. ©2009. Length: 50. Recommended: HS

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### Sales Force Creation and Maintenance

Inside and business-to-business sales forces and their main functions; how to effectively and efficiently create a sales team, then proceed with organizing and training. ©2009. Length: 71. Recommended: HS

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### Sales Transactions

Sales transactions along with explanations of various methods and examples of each. ©2009. Length: 41. Recommended: HS

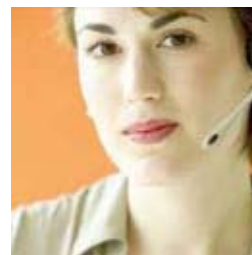
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### Suggestion Selling

Importance of suggestion selling as a function of the sales process. Examines the advantages and possible disadvantages of using this concept in a business. ©2009. Length: 40. Recommended: HS

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### Telemarketing Basics

Benefits of using telemarketing as a form of advertising. Different types of telemarketing a business can use, along with telemarketing rules and guidelines. ©2009. Length: 35. Recommended: HS

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