**Marketing**

**Section 2.01**

**Seven Questions You should Know……..**

1. What does customer service in selling mean?

2. How does customer service affect competition among sales organizations?

3. Describe the factors that affect customers’ service expectations.

4. Describe the two main benefits of providing quality customer service.

5. How can salespeople provide customer service before the sale closes?

6. How can salespeople provide customer service after the sale closes?

7. Describe the keys to providing quality customer service.

**Suggestive Selling / Upselling**

List 2 items that could be recommended to a customer based on the item they are purchasing below:

|  |  |  |
| --- | --- | --- |
| **Items** | **Suggestive Sell #1** | **Suggestive Sell #2** |
| iPod | iTunes Gift Card |  |
| Mens Suit |  |  |
| Tennis Racket |  |  |
| Computer |  |  |
| Backpack |  |  |
| Hair Cut |  |  |
| Car |  |  |