Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Generate Sales Leads**
	1. **Endless Chain Method:** We chose this method because our product is relatively expensive and only certain customers can afford it. Based on this fact, we feel it is more efficient to ask fellow customers for referrals than to go around and randomly find customers through telemarketing or cold canvassing.
2. **Determine Customer Needs**
	1. To determine a customers needs you can observe, listen, or ask consumers questions.
	2. The method we chose to show an example of is **observing**. In this situation the an employee can determine a customer’s needs based on how the customer behaves. Seeing the customer stay in the same department and focus in on a specific product it is evident that they are interested in this item and that we should approach them to determine exactly what it is they can purchase.
3. **Present the Product via a Feature / Benefit Chart**

|  |  |
| --- | --- |
| **Feature** | **Benefit** |
|  |  |
|  |  |
|  |  |

1. **Objections / Overcome Objections**
	* Customers often hesitate or object to making a purchase because of need, price, source, product, & time.
	* In the scenarios below the customer will state an objection and we will use a specific method to overcome the objection stated.

**Substitution**

 Customer: “I don’t like the larger monitor this laptop has”

 Salesperson “If you don’t like the larger monitor you should try this laptop that comes with the

standard 15” monitor and still has great picture clarity.”

**Boomerang**

 Customer: “This laptop is so large it can’t possibly be easy to travel with”

 Salesperson “Although this laptop is a little wider than several models on the market, it is actually

lighter and slimmer than a standard sized laptop. It fits easily in travel bags and is TSA friendly.”

**Question**

 Customer: “I’m not sure the 500 GB processor it comes with will be enough memory”

 Salesperson “Well, what do you use your computer for?

 Customer: “I download music, use Microsoft Office for school projects, and watch movies on

Netflix.”

 Salesperson “Well a typical song is 3-4 MB and 1 GB = 1,000 MB. You could easily store music files

and your software on the processor with no issue. Streaming videos would also be easily accomplished with this specific product as well.”

**Superior Point**

 Customer: “This laptop seems expensive.”

 Salesperson “This particular laptop is a little more expensive but it comes with built-in Microsoft

Office software and a traveling case both valued at over $100.00/each.”

**Denial**

 Customer: “The silver casing will show dirt.”

 Salesperson “The silver case is actually designed with a special surface that prevents dirt from setting

in and doesn’t show fingerprints or smudges like other laptops can.”

**Demonstration**

Customer: “The last time I bought a Samsung product it had a Vista operating system and was really difficult to navigate”

 Salesperson “This particular product comes with Windows 8 and is really easy to use. As you can see

the desktop and start-up menu are easy to access and the control panel makes adding and deleting programs simple.”

**Third Party**

 Customer: “I feel like this type of laptop will be difficult to network my printer and wi-fi to.”

 Salesperson “Well I just sold one of these to my neighbor and he was able to setup his printer,

modem, and fax machine with no problems. He said it was one of the easiest setups he has ever done due to software laptop offers.”

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2. **Close the Sale**
	* Which Close
		+ “Which laptop would you prefer? The Samsung ATIV Book 9 or the Samsung Chromebook 3?”
	* Standing Room Only
		+ “We only have 3 of the Book 9’s left in stock and 5 of the Chromebook’s. We have been selling a lot of them lately so I cant promise both will be available for an extended period of time.”
	* Direct
		+ “Are you ready to checkout?”
	* Service
		+ “We offer a 30 day return/exchange policy and 18 months free financing if you sign up for our store credit card.”
3. **Suggestive Selling**
	1. **Cross-Selling**:

I would recommend purchasing a 64 GB flash drive to back up your work since you seem to use it a lot for school work and music files.

* 1. **Upsell**:

You might be interested in the Samsung Series 5 UltraTouch Samsung offers. It’s a little smaller, offers the same features, and comes with 3rd Generation Core Processor. The Ativ Book 9 model is $1,3999 and the Samsung 5 is $1,499.00

* 1. **Special Sale Situations**

“I’d like to point out that HP is having a huge sale on inkjet all in one printers for anyone purchasing a laptop this week. You can get 50% off any printer listed at over $250.00.”

1. **Build Relationships / Customer Relationship Management**

**To ensure a strong customer relationship with our clients we will conduct follow-up activities that help the customer understand that we care.**

* 1. Follow-up
		1. We will send emails to the client thanking them for their purchase and providing contact information to use in case they have any questions regarding their product purchase.
	2. Customer Service
		1. Well we don’t plan on having any issues or complaints with our customer we do offer a 30 day return policy and a 60 day replacement plan in case something goes wrong.
	3. Keeping a Client File
		1. We will store contact information for each client in our customer database. The database will include phone numbers, email addresses, and physical addresses associated with the client.
	4. Evaluate Sales Efforts
		1. We will send out an electronic customer service satisfaction survey for customers to rate our service and their sales experience.