
Final Review: Personal Selling

Conquering Cold Calling:

1. Gatekeeper, PR DEPT, UDM
 2. Voicemail
 3. Account executive
 4. 20, ynbf
 5. Elevator Pitch
 6. Fogging
 7. Make my day
 8. Personal info
 9. Personal assistant
 10. Message
 11. He wont see me
 12. Making appointments
 13. Vacation jackpot
 14. Coffeecake call.
 15. Should you confirm a meeting?
 16. Mirroring
 17. Types of people
 18. Finding out \$\$\$
 19. P.A.C.T
 20. 1st appt goal
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21. Common ground
 22. In state
 23. Expert kills the deal
 24. Handing over proposal
 25. W-i-i-f-m

Sell Textbook (Pages 1-147 in book 3 & 1-141 in book 2)

1. Salesperson as economic stimulus
2. Revenue producers
3. Adaptive selling
4. Stimulus response
5. Mental state??? (Not on test)
6. Need satisfaction
7. Problem solving
8. Consultative
9. Characteristics of sales career
10. Types of personal selling jobs
11. Combination sales job
12. Trust builders (5)
13. Knowledge Bases
14. Ethics George Brandt
XXXXXXXXXX
15. Deceptive practices
16. Types of buyer needs
17. Changing a buyers mind- steps
18. Communication style matrix
19. Buying Team

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20. Types of question
 21. Application of question
 22. Facets of effective listening
 23. Adapt
 24. Non-verbal
 25. Proxemics
 26. Sales funnel
 27. Prospecting methods
 28. Buying Motives