

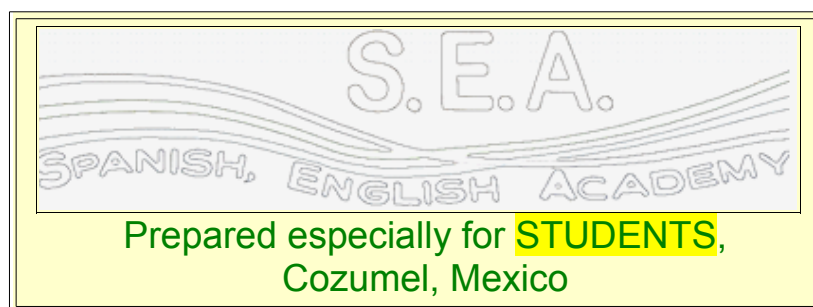
ESP: Retail Sales



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Introduction

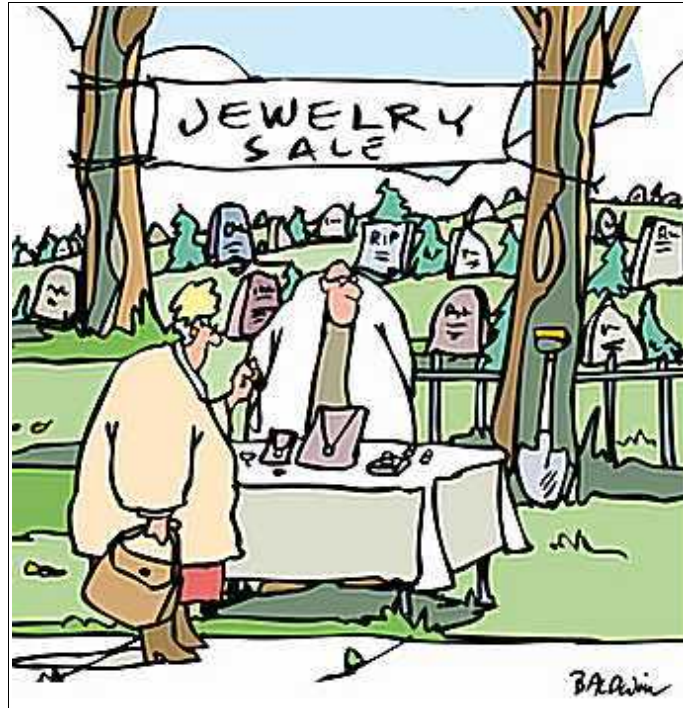
The following pages are your student materials for the course with the above title. They are intended as worksheets and references.

Your teacher may also use the pictures on some of the materials. They are good for language development.

Your teacher might give you additional materials not included here. Your teacher will decide if you need these to help you improve your English for your work.

Enjoy, and best of success in this course.

1. Describe what you see in this cartoon.
2. Explain why it is humorous or ironic.



Better Expressions

INSTRUCTION. Which word/phrase is better? Check it. Where there is a blank, fill in a better expression--something that appeals to the customer's wants and needs.

Example. less expensive ✓	cheaper
beginner's guide	basic guide
it's in great condition	it's been well cared for
	contract
mixed colors	blended colors
loud fashion	it's a bold look
fine tune	fix
best	
painless	pain-free
first of its kind	original
your offer is too low	this is a bold offer
make some time	free up my schedule
broke	frugal times
not difficult	
function less	won't work right
fully covered	fully insured
listen to me	you can consider
I'm sorry	
what we sell	
can I get your approval	can I get your signature
down payment	

Don't accidentally crush the deal!



Breaking the Ice/Opening Lines

Introduction. An essential part of the entire sales process, the opening is similar to a first impression. It can mean the difference between establishing trust and building loyalty or losing a possible lifelong customer to a one-time sale.

INSTRUCTION. Consider the following opening sales lines. What unique line can you create?.

Using the Shopping Experience:

- * Ask the customer if they've ever been to your store. Come from behind the counter and offer to show them around. "Let me give you a tour of our store."
- * While giving them the tour offer exciting tidbits relating to designer jewelry, color, or diamonds you carry, encouraging them to talk about their favorites.

Compliment Technique:

- * Try a simple compliment to get them talking. "That sweater looks great."
- * Take the compliment one-step further. "Blue really brings out the color of your eyes. Have you ever thought of wearing blue colored stones to make your eyes sparkle even more?"
- * Some good opening lines revolve around sports, clothing, a hairstyle, cars, current events or holidays.
- * A sincere compliment regarding their jewelry from a professional in the business always makes a customer feel good.

Humor:

- * How can I get you in or out of trouble?
- * Allow me to show you something that will make your wife send the kids to grandma's house for the weekend.
- * Feel free to browse, if there's anything you like I can model it for only a minimal charge.



The Famous . . . I'm just looking:

- * Is it for a special occasion? Followed by women love surprises.
- * Let me show you what's new and in fashion right now.
- * Tell me a little bit about her/him. Is he/she simple or conservative when it comes to jewelry?

Get the customer talking about their loved one and at the same time obtain information regarding their significant other's lifestyle, tastes, and color preferences to be able to offer the right piece for them.

And then this one: "I'm waiting for something to jump at me."

- * "I'm sorry; we stopped selling jumping jewelry because it gave one of our customers a black eye." I use this one all the time . . . my male customers get a kick out of it.

1. Register assessment

Instruction. When do you say ____? Label each expression below as one of the following.

I--informal

G--good for everyday use

F--formal

Bye.

Catch you later.

Excellent, and you?

Fine.

Good day, Sir / Madam.

Good morning / afternoon / evening.

Goodbye.

Great!

Have a nice time.

Have a nice day.

Hello (name), how are you?

Hello.

Hi!

How are you doing?

How do you do.

How's it goin'?

It was a pleasure seeing you.

Later.

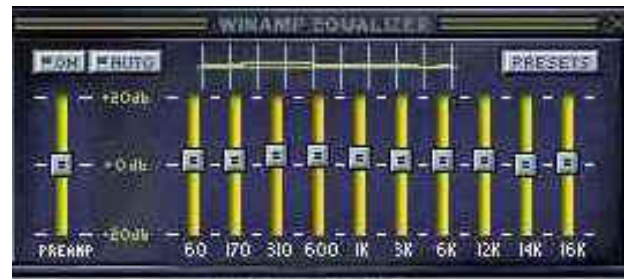
Nice to meet you.

Till we meet again.

Very well, thank you. And you?

Very well, thanks.

What's up?



Can you think of more common expressions? What are they and what level (register) are they?

The Selling Process: Steps to Success

The selling process involves a series of steps, but there is a lot of movement back and forth between the different steps that will ultimately lead to closing a deal.

INSTRUCTION. Supply the title of the step for each paragraph. Then order the paragraphs. Which is the first step, second, and so forth.

Title: _____

#_____ After you have handled the objections that the customer may have, you must ask for their business. Generally the customer will have given you signals along the way. Your job is to pick up on those signals and move to the next step. There are many techniques that can be employed in this step in the sale, and you need to find the techniques that you can use comfortably.

Title: _____

#_____ Now that the sale has been made, don't just let that hard work go to waste. Follow up with the customer and start building that long term relationship that will assure you of a satisfied repeat customer who will most likely send referrals your way.



Title: _____

#_____ This is the step where the salesperson can show all s/he know about products or services. Naturally, the presentation will cover the features of the products, the physical characteristics, and so on. But you need to concentrate on the benefits of your products or services as well. The benefits will show the customer "what is in it for them", and benefits are why people buy.

Title: _____

#_____ This is the step where you ask questions to help you identify what the customer wants. It really is the who, what, where, when, why and how of the selling process. If you qualify the customer properly, you will be able to fulfill his/her needs and wants. Don't rush through this step; time spent here will allow a smooth transition into the next step.

Title: _____

#_____ This step is critical to the selling process since objections are usually the customer's reasons for not buying. Objections are just another step in the selling process and give you the opportunity to reinforce in the customer's mind the benefits to them while you move them toward completing the deal. Ask them why they feel the way they do and respond directly to their statements.

Title: _____

#_____ This step will set the stage for the rest of the selling process. This is the icebreaker, the time to get the customer to relax and feel comfortable. This is your chance to build rapport with the customer, so you need to be sincere, friendly and humorous. You try to capture the customer's interest by asking questions.

Question Strategies: Designing Questions

Open questions: Open questions enable us to: establish rapport, open up particular topics, discover how customers feel. Open questions cannot be answered with a simple yes or no but require more information. They bring out facts, opinions and suggestions from the customer.

Examples:

- How did you first hear about us?
- What made you decide to come to us?
- Tell me about the kind of _____ you have in mind.

Task: List one for each of the following.

How

What

Tell me about

Closed (yes/no) questions. Closed questions enable us to gain specific information. Closed questions bring responses that arm us with facts or specific yes/no opinions.

Examples:

- Did you see our advertisement?
- Do you like this model?

Task: List one or two closed (yes/no) questions.

Follow-up questions: We ask follow-up questions to: show interest and encourage the customer to keep talking; increase the quality and quantity of information already given; and confirm understanding of what s/he has said. For example, by responding with "really?" or "and then?" you encourage the customer to continue. We can also be more specific with our follow-up questions. Consider these . . .

Examples:

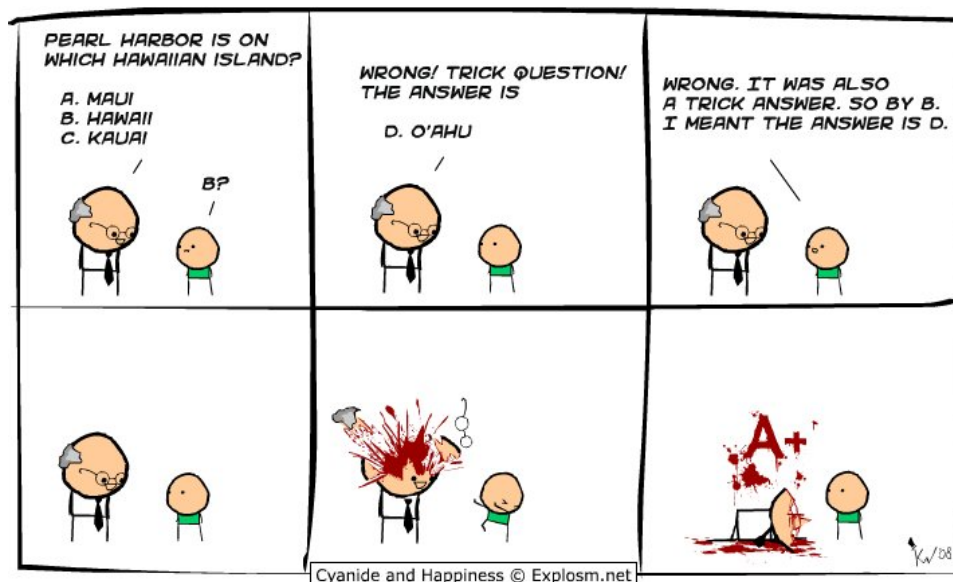
- So you bought a _____ and were not satisfied. Why was that?
- You say you liked one you saw down the street. What was it like?

Task: List a follow-up question for these statements.

Yes, you had a watch like this.

You mentioned that Valentine's Day is coming.

Questioning Strategies: Advanced Topics



Note. The following is additional information about how to question and interact with customers. Practice these with someone and get feedback on how what you say affects the other person. Your teacher can set this up and help you.

To help set a customer at ease and to help make him or her feel comfortable with you and your products and services, consider these communication strategies.

Prefacing. The easiest way to help customers feel comfortable is to begin questions with polite phrases such as:

- May I ask you . . . ?
- Could you tell me . . . ?
- I would be interested to know . . . ?
- Can we establish when . . . ?
- Would you mind telling me . . . ?
- It would be helpful to know . . . ?
- Can you explain . . . ?

Labeling. When we label, we introduce a question with a statement about its content or purpose. We achieve several advantages this way.

- We create trust by eliminating surprise.
- We give the other party thinking time.

We soften the impact of what we say
We put the other party at ease.

Linking. Another way to get acceptance for questions is to refer back to a previous statement made by the customer. This is like the follow-up questioning strategy, but its intent is to reassure the customer and show you have been listening. It looks something like this: "You mentioned before that . . . "

Giving feedback. It is important to acknowledge the customer's response before moving to another question. We can accomplish this by using non-verbal communication and by the use of expressions like "I see" or "That's interesting".

We can also achieve acknowledgement with two powerful techniques. One is restating in our own words what has been said. This is called paraphrasing. We can also state how we feel about what has been said. This is called reflecting. Here are some examples.

Statement: I'm concerned that this is too expensive.

Paraphrase: So, what you are saying that you are worried about the price?

Statement: I am looking for a long-term investment.

Paraphrase: You are not looking for a quick return on your investment that might prove risky. Is that correct?

Note that a paraphrase is your understanding in a statement plus a question asking confirmation of your understanding.

Statement: I don't want to be forced into making a quick decision.

Reflection: You are right. It would be better to weigh the pro's and con's before going ahead.

Statement: I'm concerned about making the right decision for her.

Reflection: That is very sensible. It is important to look at this decision carefully before proceeding.

Reflection can be a useful skill. In selling it shows we understand how the customer feels, which can create and build empathy. It can also reveal what we have not understood and encourages clarification by the customer. But be careful. The customer is not always interested in how you feel or what you personally think!

The take-away

INSTRUCTION. Some companies instruct salespeople to take away a customer's objections, or to follow up on what a customer wants to do. Consider these sample dialogues of the take-away technique.

Salesperson: What brings you into our store today?

Customer: I'm just looking.

Salesperson: That sounds like fun. (You take away, or ignore, the intent of the customer.) What are you looking for?

Salesperson: What brings you into our store today?

Customer: I'm just looking.

Salesperson: Great. (Take-away.) What kinds of things would you like us to have?

Salesperson: What brings you into our store today?

Customer: I'm just killing time.

Salesperson: We all need a little more time to kill. What are you looking for while you are killing time?



Imagine that you are the shopper. What are you trying to tell the salesperson with each of your reasons for being in the shop (your objection to interruption)?

Now, how effective do you think the take-away will be for you as shopper?

Another way to look at this is if someone takes away something from you, how do you feel? and what is a better way to handle shoppers?

5. Not small talk

INSTRUCTION. For at least three of the following, what do you do or say in the situation? Share your words and techniques. Ask your teacher to help you word your responses correctly.



- How can you apologize to a customer?
- How can you be a good listener?
- How can you be assertive with an abusive customer?
- How can you empathize with an upset customer?
- How can you establish rapport with a customer?
- How can you follow up a customer interaction?
- How can you get feedback from customers?
- How do you handle customer complaints?
- How do you interact with a customer you can't understand?
- How can you make a positive first impression on the customer?
- How can you make a positive lasting impression on the customer?
- How do you refuse an unreasonable demand from the customer?
- How can you say you don't have an answer?
- How do you say "Good-bye" to a customer?
- What words and phrases do customers like to hear?
- What words and phrases upset a customer?
- What words and phrases calm down an upset customer?
- How can you win a customer's trust?
- How can you work collaboratively with the customer?

Modal Verbs

1. We use modals to be polite, to make suggestions or to give advice about something or someone. Below are common modals in English.

Should

1. Suggestion or Advice: You should go to the doctor.
2. Obligation: I should see my dentist soon.

Could

1. Past of can meaning ability: I could speak French when I was a child.
2. Polite suggestion or request: Could you help me?
3. Condition: If you had money, you could come.

Can

1. To be able to do something: I can drive.
2. Polite suggestion or request but more direct than could:

Can I have your telephone number, please?

May

1. Polite suggestion or request: May I help you?
2. Possibility: She may move next year.

Might

We might go to the cinema tonight.

Must

1. Obligation: My father must do his taxes.
2. Supposition: He must be at home.

Will

Intention: I will finish this next week.

Would

1. Condition: I would if I could.
2. Polite invitation or request: Would you like to have a drink ?
3. Past of will: Yesterday, the car wouldn't start.

Have to

I have to talk to my teacher about the exam.



Modals continued.

2. Examples in context

Sales Clerk: Hi. May I help you?

Janet : Yes, thank you. I'm looking for the shoe department.

Sales Clerk: Sure, that'd on the sixth floor, right next to the stationary department.

Janet : Great, thanks for your help.

Sales Clerk: My pleasure.

. . . In the Shoe Department

Janet: Excuse me, do you have these shoes in a size 10 , black leather?

Shoe Clerk: Let me check. I'll be right back. Yes, you're in luck*. We have one pair of size ten left in black leather.

Janet . Excellent, I'm so happy. It's difficult to find a nice pair of shoes in my size.

Shoe Clerk: I guess this is your lucky day*! Let's try them on to see how they fit.

Janet : They look great! They are really comfortable and the price is right!

Shoe Clerk: So you are going to take the shoes?

Janet: Yes. Do you accept credit cards?

Shoe Clerk: Certainly, Visa, Mastercard, American Express.

Janet: Great! I am going to use my Visa.

Shoe Clerk: That will be \$69.99, please.

Janet: Here's my card.

Shoe Clerk: Thank you. Here's your bill and have a nice day.

Janet: Thank you, same to you.

*Cultural Note : The expression you're in luck means you are lucky. We usually use this expression when we are referring to something that we need which we are able to get. It's your lucky day means that you are very lucky today. The price is right means that the price is reasonable for you. It is exactly the price you wanted to pay. Same to you is an expression we use when we want to repeat the same compliment or respect to a person. In other words, the same as you just said to me.

Modals continued.



"Can you rock?"

3. Practice

Instruction. Practice the conversation above and then change some of the details to make up your own conversation. Alternatively or in addition, write six sentences or questions using the modals indicated.

1. (could) _____

2. (may) _____

3. (would) _____

4. (can) _____

5. (should) _____

6. (must) _____

Nine closing techniques

INSTRUCTION. Place the title with the proper description.

Titles:

Alternative Close
Ask for the order
Assumptive Close

Balance Sheet Method
Closing on a small issue
Converting on Objections

Negotiated Close
Pressure Close
Trial Close

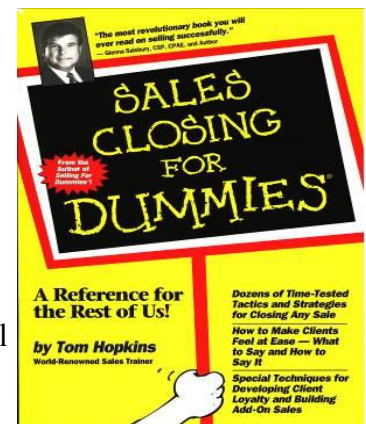
1. _____ It has been estimated that 7 out of every 10 presentations end without the salesperson asking for the order. Of the 3 salespeople who do ask for the order, 2 give up after the second refusal. Having presented to your customer in a professional way, you have the right to ask for the order, and the customer expects you to do so. This technique alone will improve your sales results and give you more confidence in the selling situation. Remember that closing is about timing. The best closers recognize there is a time to ask for commitment and they have the confidence to do so. If you get rejected, so what? What have you actually lost? In fact you are better off because even if you get rejected at least you now know where you stand.

2. _____ By assuming that the order is being placed, you can remove the responsibility for decision-making away from the buyer. This uses the buyer's natural inertia. The assumptive close uses words like "will" and "when".

- This will solve a lot of problems when it is installed.
- When will be the best time to deliver?
- Will 4 units be sufficient to meet your requirements?

3. _____ This close gives the buyer the choice between 2 alternatives, both of which have been chosen by you.

- Do you require delivery Tuesday or will next week be more convenient?
- Will you take the option of alloy wheels or do you prefer central locking?
- Would you prefer the green or the red?



4. _____ Often the buyer finds it easier to make small decisions than large ones. However, having made the smaller decision the larger one becomes easier to make. Choose a minor feature of your product and gain agreement from the buyer on that feature.

- Delivery can be made on a weekly basis. Does that meet your requirements?
- We can arrange for the colors to match your company logo. Would that be what you are looking for?
- If storage is a problem we can arrange for a split delivery at no extra cost. How does that sound?

5. _____ This enables you to put pressure on the buyer in terms of special offers or inducements that are available or penalties for not placing the order.

- This price is only available up until the end of the month.
- If you order the smaller quantity the higher price will apply.
- We are giving a free mobile phone with orders of 500 units and above. This offer ends tomorrow.

6. _____ An objection can be a very strong buying signal. If the buyer raises an objection, and it is the only objection that is preventing the order from being placed, you can use this to gain commitment to buy.

You have said Mr. Jones that you are interested in our products but the discount terms that we offer are unacceptable. Is this the only objection you have?

If we were able to work out a compromise would you be willing to place the order today?

7. _____ Standard negotiating techniques are very useful at the closing stages of the sales process.

If I can reduce my price by 15 per unit will you agree to place the order today?

If I can agree your delivery terms, can we agree today on a long-term commitment for you to use us as your main supplier? I will ring my boss now.

If he agrees to reduce the price by 10 percent, do we have a deal?

8. _____ During your presentation the buyer may make a remark that suggests a decision to buy may have been made. In these situations, listen to what the buyer says, summarize what has been said, and ask for the order/close the sale.

9. _____ One closing technique that can be used is to list all the points in favor of your product and all the points against on a sheet of paper. This can be repeated for the other products being considered by the buyer and can influence the decision of where the "balance of power" lies. If your product is the stronger of the alternatives available to the buyer, this method can help the final decision be made in your favor.

A foolproof method?

Instruction. Fill in the blanks using the word list below.

When you're in sales you will at sometime hear your customers say, "I have to think about it" or "I have to think it over". This can be 1 _____ to hear, but there is an easy way of overcoming this objection and it will help you close more sales once you begin 2 _____ it.

There are some times when this statement really is the case and your customer honestly just needs to 3 _____ back and mull the decision over a little. However, this is really quite rare, unless what you sell is very new or very unique and this is the first time that it is being presented to them. When you hear this phrase 4 _____ a customer, it can be safe to assume that there is a specific reason why they have decided not to purchase and they are not telling you the 5 _____ reason why. It seems to most people that it is more polite to say, "I want to think it 6 _____", rather than express the real reason that they have "7 _____ feet".

When you hear the "I want to think about it" objection, there are several reasons why this happened, but here we will address only the three most 8 _____ reasons. Focusing in on only these three reasons is usually enough to encourage your customer to open 9 _____ to you so that you can discover the real reason why they have decided not to buy. Here are the three reasons:

- * You have said something that has confused them and they feel they need to do more 10 _____ before they can make an informed decision -- this can include verifying the price.
- * They do not like the product or it is not what they thought it was and it is no longer needed or wanted.
- * You have 11 _____ them the wrong way and they just don't feel comfortable buying from you.

So here is the best way to overcome their objection. When your customer says, "I want to think about it"; take a 12 _____ breath and very politely say something like this, "Sure, no problem, but before you go may I ask you something? (get their approval before continuing) I have been in sales a long time and usually when someone tells me that they have to think it over it means one of three things; either there is a problem with the 13 _____, the product or it is something I said or 14 _____ . . . which one of these is it for 15 _____?"

I have never had a customer be offended with this question and in almost all cases you will discover that it is at least one of these three things. It will then be your job to discover if this is their only objection or, in other words, isolate the objection. Once you know what their real reason(s) is, you now have a second chance to back up and try to recover the sale. Many times your customer will appreciate your frankness and it can often put them at ease because you have very respectfully allowed them to get the real reason off of their chest. Most people are basically honest and feel uncomfortable when they have withheld the truth.

By the way, don't be too surprised if they reconsider and you make the sale on the spot!

research
real
did
step
common
over

up
discouraging
you
cold
deep
from

employing
rubbed
price

Objections lead to Rejections

INSTRUCTION. What do you think?

Often, what the customer is looking for is reassurance that their decision to buy is the right one. This is why objections are commonly raised.

The problem is that if we observe the behavior of salespeople during this process, it can be quite negative. The most common thing that happens when a salesperson hears an objection is that they interrupt the customer.

The customer says, “It looks a bit expensive”, and the salesperson, who has heard the objection many times before, interrupts and jumps in to the conversation.

What often then happens is the salesperson effectively says to the customer, “We are not too expensive” and then offers evidence to prove the statement.

Psychologically, what has happened is the salesperson has said in effect, “You are wrong and I can prove it”. I don't know about you but I don't like:

1. Being interrupted,
2. Being told I am wrong,
3. Being proved I am wrong.

Most salespeople when faced with an objection tend to react too quickly and don't ask enough questions. This is a bad tactic since none of us like to be wrong and all of us hate to be proved wrong. This method, therefore, of responding to an objection with a statement of fact is unwise since it puts the customer in the wrong frame of mind. Rather than attacking our customer's beliefs or opinions we should try to get them on our side. The golden rule should be that, whatever the objection, you should never openly contradict a customer.



Vocabulary Development: Social Styles

The Social Styles model "measures" a person on the two dimensions of "Assertiveness" and "Responsiveness" which describe those who are more responsive as emotionally responsive or expressive and those who are less responsive and emotionally controlled.

The styles are:

- Analytical (low Assertive + low Responsive): serious, exacting, logical; values accuracy and facts.
- Driving (high Assertive + low Responsive): independent, practical, formal; values actions and results.
- Expressive (high Assertive + high Responsive): animated, forceful, impulsive; values approval and spontaneity.
- Amiable (low Assertive + high Responsive): dependable, open, supportive; values security and relationships.



How does this relate to sales? Simple, sort of. Drivers like to buy from drivers, amiables like to buy from amiables, expressives like to buy from expressives and analyticals like to buy from analyticals.

Which social style is most like you? Once you know you, then you can type others and adjust to their preferred ways of being treated.

Instruction. Find which column best describes you. Hint--other students and your teacher are dictionaries!

EXPRESSIVE		DRIVER		ANALYTICAL		AMIABLE	
Inspiring	Amimated	Outspoken	Adventurous	Orderly	Analytical	Obliging	Adaptable
Demonstrative	Playful	Forceful	Persuasive	Faithful	Persistent	Friendly	Peaceful
Mixes Easily	Sociable	Daring	Strong-willed	Detailed	Self-sacrificing	Diplomatic	Submissive
Talker	Convincing	Confident	Competitive	Cultured	Considerate	Consistent	Controlled
Lively	Refreshing	Independent	Resourceful	Idealistic	Respectful	Inoffensive	Reserved
Cute	Spirited	Decisive	Self-reliant	Deep	Sensitive	Dry Humor	Satisfied
Popular	Promoter	Mover	Positive	Musical	Planner	Mediator	Patient
Bouncy	Spontaneous	Tenacious	Sure	Thoughtful	Scheduled	Tolerant	Shy

Now look at the other columns in terms of how you will have to adjust to be most effective with a buyer.

10. Satisfaction survey

INSTRUCTION. 1. Brainstorm criteria with which to evaluate this language course. Using the scale below, rate how how satisfied were you with each criterion listed. You can use the back of this sheet for your list and your ratings.

Scale:

- Very Satisfied (VS)
- Satisfied (S)
- Neutral (N)
- Dissatisfied (D)
- Very Dissatisfied (VD)

2. Answer in the same way how satisfied you were with the following aspects of this language course. How satisfied were you with



- _____ 1 the emphasis on practical words, expressions, and sentences you could use?
- _____ 2 the amount of time in class to practice new language?
- _____ 3 the choice of topics for the different lessons?
- _____ 4 the classroom and room setup?
- _____ 5 the helpfulness of the teacher's answers to your questions?
- _____ 6 the helpfulness of what was put on the whiteboard?
- _____ 7 the instructor's teaching?
- _____ 8 the practical value of the English presented?
- _____ 9 the quality of the course?
- _____ 10 the quality of the learning materials and handouts?
- _____ 11 the quality of the learning tasks or activities?
- _____ 12 the quality of the lessons?