# Homework to do

* Superbowl commercials
  + Gtop 3 commercial picks
  + Reasons for each choice
  + Bring a copy of the yellow pages
* 300 word assignment
  + What you want out of this class

# Homework done

# Syllabus

* Assigments posted on ilearn
* Project: how to reach decision makers; 30 points
* Midterm; 15 points
* Final: 25 points
* Homework; 3 points
* Pop quizzes; 6 points
* Office: 5:30-6:30, BUS 220, Wednesdays only
* Email; dsurath@sfsu.edu

# Chapter 1

## Writing requirements

* Prohibited words: very, thus, therefore, rally, just, quite, nice, always, ahold, moreover, got, whereas, however, hence
* Writing directions: 300 words exactly, 4-5 paragraphs
  + 1st; 1-2 lines introduction
  + 2nd & 3rd; full explanation of issue
  + 5th; 1-2 lines conclusion

# Class Notes

* Keystone markup: when you double your cost
* The most important client is your boss
* Making 20 calls a day is important because by the end of the week you’ve made 100 calls, by that time you’re sure to get some appointments
* Fogging: make sure you get your point across and don’t back of by repeating the same thing over and over again
* When you have the gatekeeper as your best friend you will have access to the boss
  + Ask them their name, because it’s the most important thing
  + Give them your name but no other information
  + Talk about the weather, never about politic
* Upselling: selling customer more than what they want
* Blind item: an item that a customer cannot compare the price with
* Always have a plan

# Book Notes

## Chapter 1

* Personal selling: relies heavily on interpersonal reactions between buyers and sellers to initiate, develop, and enhance the customer relationship
* Trust based relationship selling: requires that salespeople earn customer trust and that their selling strategy meets customers’ needs and provides customer value
* Customer value: the customers perception of what they get for what they give up
* Sales dialogue: business conversations between buyers and sellers that occur as salespeople attempt to initiate, develop, and enhance customer relationships
* Canned sales presentation: sales presentations that include scripted sales calls, memorization of sales pitches, automation, etc.
* Sales professionalism: customer oriented approach that uses truthful and non-manipulative tactics to satisfy customer needs
* Diffusion of innovation: the process whereby new products, services, and ideas are distributed to the members of society
* Revenue producers; when salespeople bring in revenue/income
* Adaptive selling: the ability to alter sales messages and behaviors for different situations and customer types
* Stimulus response selling: belief that certain stimuli can elicit predictable responses from customers
* Continued affirmation; condition the customer into saying yes by repeatedly asking yes type questions, before asking them to actually buy the product
* Mental states selling: belief that the buying process for most buyers are identical and that buyers can be led through certain mental states/steps in the buying process; aka the formula approach
  + Mental states: curiosity, interest, conviction, desire, action
  + Sales step: attention, interest, conviction, desire, close
  + Sales task: get them excited, find their needs and wants, product price peers (what other people will think) priority ( they need it now), overcome customer hesitation, sell
  + AIDA: attention, interest, desire, action
* Need satisfaction selling: based on the notion that the customer is buying to satisfy a particular need/needs
  + Uncover and confirm buyer’s needs, present offering, continue selling until the purchase decision
* Problem-solving selling: develop multiple offerings and solutions to satisfy customer needs
  + Define problems, generate alternative solutions, evaluate each solution, continue selling until purchase decision
* Consultative selling: helping customers reach their goals
* Strategic orchestrator: use organization resources to help satisfy customer goals
* Business consultant: becoming an expert on the customers’ business, and then providing educational and strategic help to the customer
* Long term ally: supporting the client, even when an immediate sale is not expected
* Sales process: locate prospects, develop sales presentations, contact prospects, complete sale, post-sale activities
* Trust bases sales process: initiate customer relationships, develop and enhance customer relationships

## Chapter 2

* Trust: the extent of the buyers confidence that they can rely on the salespersons integrity
* Openness: completely free from concealment
* Honesty; fairness and straight forwardness of conduct
* Confidentiality: a salesperson is entrusted with the buyer information
* Security: the quality of being free from danger
* Fairness: to exercise impartiality and honesty
* Expertise; the ability, knowledge, and resources to meet customer expectations
* Contributions: something given to improve a buyers situation
* Dependability: predictability of a person’s actions
* Predictability: behavior that can be foretold on the basis of observation/experience
* Candor: honesty of the spoken word
* Customer orientation: placing as much emphasis on the customers interests as possible
* Compatibility: a salespersons commonalities with others
* Possible knowledge bases: technology, industry, company, product, price, promotion market, customer
* Competitor knowledge: knowledge of a competitors strengths and weaknesses in the market
* Product knowledge: detailed information on the product knowing how it impacts customers, the market, etc.
* Service issues: buyer concerns that the salesperson must address
* Copy exhibit 2.2 page 34
* Promotion knowledge: the ability to explain promotional programs to customers
* Price knowledge: ability to quote prices to customers and price policies
* Market knowledge; knowing how customers are segmented and having material/sales pitches distinct for each market
* Customer knowledge: information about customers that I gathers over time
* Technology knowledge; information about the latest technology
* Ethics: right and wrong conduct
* Express warranty: creating liabilities by giving a product guarantee/warranty that didn’t previously exist , in order to make a sale
* Misrepresentation: making a false claim about a product n, thus creating a liability
* Negligence: making a claim about a product that may not be true, possibly creating a liability
* Basis of the bargain: when a buyer relies on the sellers statements in making a purchase decision

## Chapter 3 understanding buyers

* Consumer market: when consumers purchase primarily for consumption
* Business market: composed of firms, institutions, and governments who acquire goods and services
* Types of needs; functional,, situational social, psychological, knowledge
* Derived demand: when business demand heavily relies on consumer demand
* Acceleration principle: when consumer demand increases, business adjusts inventories and pant capacity
* Business buyers buying process: recognition of problem/need them
  + COPY page 52
* Desired states: state of being based on what the buyer desires
* Actual states: a buyers actual state of being
* Needs gap: a perceived difference between a buyers desired and actual state of being
* Situational needs: the needs that are contingent and often a result of conditions related to the environment, time, and place
* Functional needs: the needs for a specific core task or function to be performed
* Social needs: the need for acceptance from associates/others
* Psychological needs: desire for feelings of assurance, risk reduction, etc.
* Knowledge needs: the desire for personal development, information, and knowledge
* RFPs: request for proposals: firms distribute forms to suppliers for the supplier to submit proposals based on the firms product specifications presented in the form
* Multi-attribute model: evaluating suppliers and products that incorporates weighted averages across desired characteristics
* Competitive de-positioning: providing information to provide a more accurate representation of a competitors attributes and qualities
* 2 factor model of evaluation: post purchase product evaluation based on functional and psychological attributes
* Functional attributes: features and characteristics related to what the product actually does/is supposed to do
* Must have attributes: features of the core product that customer takes for granted
* Psychological attributes: how thing are carried out and done between the buyer and seller
* Delighter attributes: augmented features included in the markets offering that go beyond customers’ expectations
* Straight rebuy decision: purchase decision resulting from an ongoing relationship
* Electronic data interchange: transfer data between 2 computer systems
* New task decision: purchasing a product f0r the first time
* Modified rebuy: purchasing a product after the first time with different attributes and options
* Assertiveness: how strongly a person will hold on to their opinions and attempt to dominate and control other people’s opinions
* Responsiveness: the level of sociability a person displays
* COPY figure 3.7 page 67

## Chapter 4

* Trust based sales communication: talking with rather than at the customer; a collaborative and two way form of communication that allows buyers and sellers to develop a better understanding of the need
* Open-end questions: questions designed to let the customer respond freely; the customer is not limited to one/two word answers
* Closed-end questions: questions designed to limit the customers responses to one/two words
* Dichotomous questions: a directive form of questioning; these questions ask the customer to choose from two/more options
* Probing questions: questions designed to penetrate below generalized or superficial information to elicit more articulate and price details for use I needs discovery and solution identification
* Evaluative questions: questions that use the open and closed end question formats to gain confirmation and to uncover attitudes
* Tactical questions: questions used to shift/redirect the topic of discussion when the discussion gets off course or when a line of questioning proves to be of little interest or value
* Reactive questions: questions that refer to or directly result from information the other party previously provided
* Spin: a questioning system that sequences four types of questions designed to uncover a buyers currents situation and inherent problems, enhance the buyers understanding of the consequences and implications of those problems, and lead to the proposed solution
  + Situation questions: one of the four types of questions in the SPIN questioning system used early in the sales call that provides salespeople with leads to develop the buyers needs and expectations fully
  + Problem questions: follows the more general situation questions to further probe for specific difficulties, developing problems, and ears of dissatisfaction that might be positively addressed by the salespersons proposed sales offering
  + Implication questions: follows and relates to the information flowing from problem questions; used to assist the buyer in thinking about the potential consequences of the problem and understanding the urgency of resolving the problem in a way that motivates him/her to see a solution
  + Need-payoff questions: used to propose a solution and develop commitment form the buyer
* ADAPT: questioning system that uses a logic based funneling sequence of questions, beginning with broad and generalized inquiries designed to identify and assess the buyers situation
  + Assessment questions: do not seek conclusions but rather should address the buyers company and operations, goals, and objectives, market trend and customers, current suppliers, and even the buyer as an individual
  + Discovery questions: follows up on the assessment questions; should drill down and robe for further details needed to develop, clarify, and understand the nature of the buyers problems fully
  + Activation questions: used to activate the customers interest in solving discovered problems by helping him or her gain insight into the true ramifications of the problem and to realize that what may initially seem to be of little consequence is, in fact, of significant consequence
  + Projection questions: used to encourage and facilitate the buyer in projecting what it would be like without the problems that have been previously discovered and activated
  + Transition questions: used to smooth the transition from needs discovery in the presentation and demonstration of the proposed solutions features, advantages, and benefits
* Social listening: an informal mode of listening that can be associated with day to day conversation and entertainment
* Serious listening: a form of listening that is associated with events or topics in which it is important to sort through, interpret, understand, and respond to received messages
* Active listening: the cognitive process of actively sensing, interpreting, evaluating, and responding to the verbal and nonverbal messages of present or potential customers
* SIER: a model that depicts active listening as a hierarchical, four step sequence of sensing, interpreting, evaluating, and responding
* Nonverbal communication: the conscious and unconscious reactions, movements, and utterances that people use in addition to the words and symbols associated with language
* Proxemics: the personal distance that individuals prefer to keep between themselves and other individuals; an important element of nonverbal communication
* Nonverbal clusters: groups of related nonverbal expressions, gestures, and movements that can be interprested to better understand the true message being communicated