Marketing

Standard 8 Review

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_

**Selling**

1. Explain the nature and scope of the selling function?
2. Explain the role of customer service as a component of selling relationships?
3. Identify methods to acquire product information for use in selling.
4. Create a Features and Benefits Chart for a product of your choice.

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| **Product Features** | **Customer Benefits** |
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1. Explain the selling process.

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| **Step** | **Describe** |
| Approach |  |
| Determine Needs |  |
| Present the Product |  |
| Overcome Objections |  |
| Close the Sale |  |
| Suggestion Selling |  |
| Relationship Building |  |

1. Explain motivational theories that impact buying behavior.

Rational Motive-

Emotional Motive-

1. Describe the different decision making processes.

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| Extensive Decision Making |  |
| Limited Decision Making |  |
| Routine Decision Making |  |

1. Describe the different approaches in the selling process.

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| Service Approach |  |
| Greeting Approach |  |
| Merchandise Approach |  |

1. How can you determine customer needs?

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| Observe |
| Listen |
| Question |

1. List tips for presenting the product to customers.
2. List the four steps to handling objections.
3. List methods to handling objections.

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| Substitution Method: |
| Boomerang Method: |
| Superior-Point Method: |
| Denial: |
| Demonstration: |
| Third-Party Method: |

1. Closing Methods.

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| Trial Close |  |
| Which Close |  |
| Standing-Room-Only Close |  |
| Direct Close |  |
| Service Close |  |