

SELLING BASICS: TYPES OF SELLING

WORKBOOK

Empower and invest in yourself

LEARNING ACTIVITY 01**INDIVIDUAL WORK**

There are a few important factors that should be kept in mind when selling merchandise at the small retail store.

Match these factors with their descriptions by inserting the numbers in the correct spaces.

Factors	Number of Description
Be enthusiastic	
Give them breathing space	
Use probing questions	
Try cross-selling	
Sell good value	

Descriptions:

1. Customers get annoyed by oppressive assistants.
2. It can boost sales when done correctly, e.g. "Why don't you try on this to match with that?"
3. Selling products that aren't genuinely beneficial to the customer may mean a client won't return.
4. Show that you are interested and that you care when you ask the right questions.
5. Store assistants should have a positive attitude and must serve all customers entering their store.

LEARNING ACTIVITY 02**GROUP WORK: REFLECTION**

There are certain advantages and disadvantages when it comes to tendering.

Indicate whether the following statements are advantages or disadvantages by ticking the correct boxes.

	Advantage	Disadvantage
All transactions are completed in cash.		
It restricts suppliers' participation in determining technical specifications.		
It keeps the marketplace competitive.		
It requires strict adherence to procedures.		
Little favouritism.		
Unknown firms can enter the market.		
In government organisations, procurement methods are influenced by politicians.		

LEARNING ACTIVITY 03**INDIVIDUAL WORK**

There are three basic types of alliances.

Indicate the correct alliances by writing them in the box below.

1.
2.
3.

Options:

1. *Equity strategic alliances*
2. *Impulsive strategic alliances*
3. *Operational ventures*
4. *Non-equity strategic alliances*
5. *Compulsive strategic alliances*
6. *Joint ventures*

LEARNING ACTIVITY 04**GROUP WORK**

There are certain questions to consider when it comes to customer team selling.

Complete the following sentences.

1. Are your products/services _____?
2. Do you _____ your products/services for major customers?
3. Are there always _____ decision-makers involved with every sale?
4. Is there a movement towards _____ in the particular industry?
5. Is the company's customer base shrinking towards a few large _____?
6. Has the company lost _____ to competitors with a better-coordinated sales effort?
7. Does a successful major sale cover the _____ of a team approach?

multiple | complex | business | accounts | customise | cost | partnering

LEARNING ACTIVITY 05**INDIVIDUAL WORK**

Telemarketing can be either inbound or outbound.

Indicate whether the sentences belong to inbound or outbound telemarketing by writing the number of each sentence in the correct box.

Inbound	Outbound

Options:

1. Handling incoming calls, which are often the result of advertising.
2. Aimed directly at the final consumer.
3. More actual selling takes place.
4. The caller is already interested in the product/service.
5. The minimum actual selling is involved.
6. Telemarketing can be either done in-house by a company or outsourced to call-centres.

LEARNING ACTIVITY 06**INDIVIDUAL WORK**

Traditional selling has changed in certain aspects.

Indicate the modernised approaches by ticking the correct boxes.

Problem recognition	<input type="checkbox"/>	OR	<input type="checkbox"/>	Recognise exchange potential
Initiate dialogue	<input type="checkbox"/>	OR	<input type="checkbox"/>	Create awareness or prospecting
Provide information	<input type="checkbox"/>	OR	<input type="checkbox"/>	Exchange information
Persuade	<input type="checkbox"/>	OR	<input type="checkbox"/>	Negotiate
Commit	<input type="checkbox"/>	OR	<input type="checkbox"/>	Close sale

LEARNING ACTIVITY 07**GROUP WORK: REFLECTION**

Work on your own or in groups to answer the following questions.

Briefly explain the following options for information sharing.

1. Salesforce.com

2. Data.com

3. Populr.me

LEARNING ACTIVITY 08**GROUP WORK**

One can easily get confused between all the different types of social media platforms.

Indicate whether the following statements are true or false.

	True	False
Evernote provides a place to upload, organise and share content with internal and external clients.		
Quora is an excellent place to make connections by providing well-thought-out answers to questions posed by people you would like to do business with.		
Rapportive allows you to integrate your different email addresses and social media accounts.		
FollowUp is a tool that reminds you when to follow-up and includes an email open tracker.		

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