Steps in the Selling Process

“Coffee is for closers!”
1. Pre-approach/prospecting (identifying and preparing for potential customers)
2. Approaching the customer (opening the sale and greeting the customer)
3. Determining customer wants and needs
4. Presenting goods and services
5. Addressing objections and questions
6. Closing the sale
7. Handling Payment
8. Following up with the customer

The Steps
A salesperson performs some prospecting tasks before approaching a prospective customer.

The purpose of prospecting is to identify and be prepared for potential customers through referrals, walk-ins, telephone contacts, or responses to advertising.

Step 1: Pre-approach/Prospecting
Salespeople need to acknowledge and greet the customers as soon as they enter the store.

It is important for sales staff to let the customer know that they are aware of the customers’ presence in the store.

It will also help deter shoplifting.

Step 2: Approaching the Customer
It is important to look, listen, and question in order to determine the customer’s needs and wants.

This will help sales personnel to establish what types of customers they are dealing with, and to complete the sale.

Step 3: Determining Customer Wants and Needs
The presentation step in the selling process involves presenting, demonstrating, and displaying goods and services to the customer. When making a sales presentation, always begin with the strongest feature of the product, obtain agreement on small points, point out benefits of ownership, demonstrate and let the customer try the product.

Step 4: Presenting Goods and Services
Before buying a product or service, customers usually have a few questions, and possibly some objections, which salespersons are required to address before closing the sale.

Customers’ questions and objections allow customers to express their concerns or frustrations and provide salespersons with feedback, allowing them to learn more about the goods/services.

Step 5: Addressing Objections and Questions
Some customers find it difficult to make a buying (purchasing) decision. As a salesperson, it is your responsibility to assist them with their decision. Identify what they are interested in, get to know them, make small talk – establish a relationship with the customer.

Step 6: Closing the Sale
Step 7: Handling Payment

(Covered in “Handling Money” lessons)
Leaving the customer with a good last impression is just as important as making a good first impression.

When you follow up with customers, you are letting them know that you value them as customers.

Step 8: Follow up with the Customer
In partners, come up with a 2-4 minute skit about a salesperson going through the 8 steps of the Selling Process with a customer.

You must address all 8 steps

Include:

- Type of store
- Product the customer is interested in
- Type of approach
- Type of customer
- Sales presentation
- Customer objection
- Closing Techniques

Selling Process Skits
<table>
<thead>
<tr>
<th>Eight Steps in the Selling Process</th>
<th>Customer’s Part of Role Play/Script</th>
<th>Salesperson’s Part of Role Play/Script</th>
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</thead>
<tbody>
<tr>
<td>1. Pre-approach/prospecting</td>
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<td>(2 marks each)</td>
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<tr>
<td>2. Approaching the customer (opening the sale and greeting the customer)</td>
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<td>6. Closing the sale</td>
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<td>7. Handling payment (addressed in Module 2)</td>
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<td>8. Following up with the customer</td>
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<td><strong>Total Number of Steps Addressed</strong></td>
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Rubric...