

Entrepreneurship Building a Business

Chapter 13 The Promotion Strategy: Developing and Managing Sales

Section 13.1 Organizing and Preparing a Sales Force

SECTION 13.1 After You Read Answer Key

Self-Check

1. If the bakery does only inside counter sales, order takers would be needed. If they deliver, they would need inside order takers on the phone. If the delivery people carried extra product, they may do both.
2. Salespeople need knowledge about the company, the product, and the customer.
3. The buying process: get attention; develop interest in the product; create a desire for the product; and get the customer to take action. The traditional selling process: prospecting, preapproach, approach, determining needs, presentation, overcoming objections, closing the sale, suggestion selling, closing mechanics, and follow-up.

Think

4. Your sales staff needs to have a training plan and schedule to prepare them to sell your product. Comprehensive plans should include training on preparation for selling, the buying process, the selling process, and selling mechanics.

English Language Arts

5. Student's responses will vary, but should exhibit tact and encouragement.