

Unit 5 Selling

Marketing Internship Project Worksheet

Directions Handling inquiries and building a customer base is part of every salesperson's job. How would you handle the following customer inquiries about your company's reusable vinyl wall coverings? Write the script you would use to answer the customer.

1. I think these reusable vinyl wall coverings will damage my walls.

2. My son had a different brand and after moving from one place to another the adhesive no longer worked. How can I be sure your products will perform any better?

3. Can't I buy these vinyl wall coverings in Kmart and online?

4. Can you use a photo of my son playing basketball to create a personalized reusable vinyl wall covering for me? If yes, how much would that cost and how soon could I get it?

5. My niece is a Yankee Baseball fan. Which Yankee baseball player would you recommend I buy for her?

6. Making a sale is the first step in developing customer relationships. Write a memo to Jan Smith, your superior on what you think the kiosk sales staff could do to foster customer relationships.

7. The company's vice president of sales wants your opinion on how to market these sports wall coverings to high school and college teams by making use of its current sales force. Prepare notes for your meeting with the vice president of sales. Provide specific ideas with lots of details.
