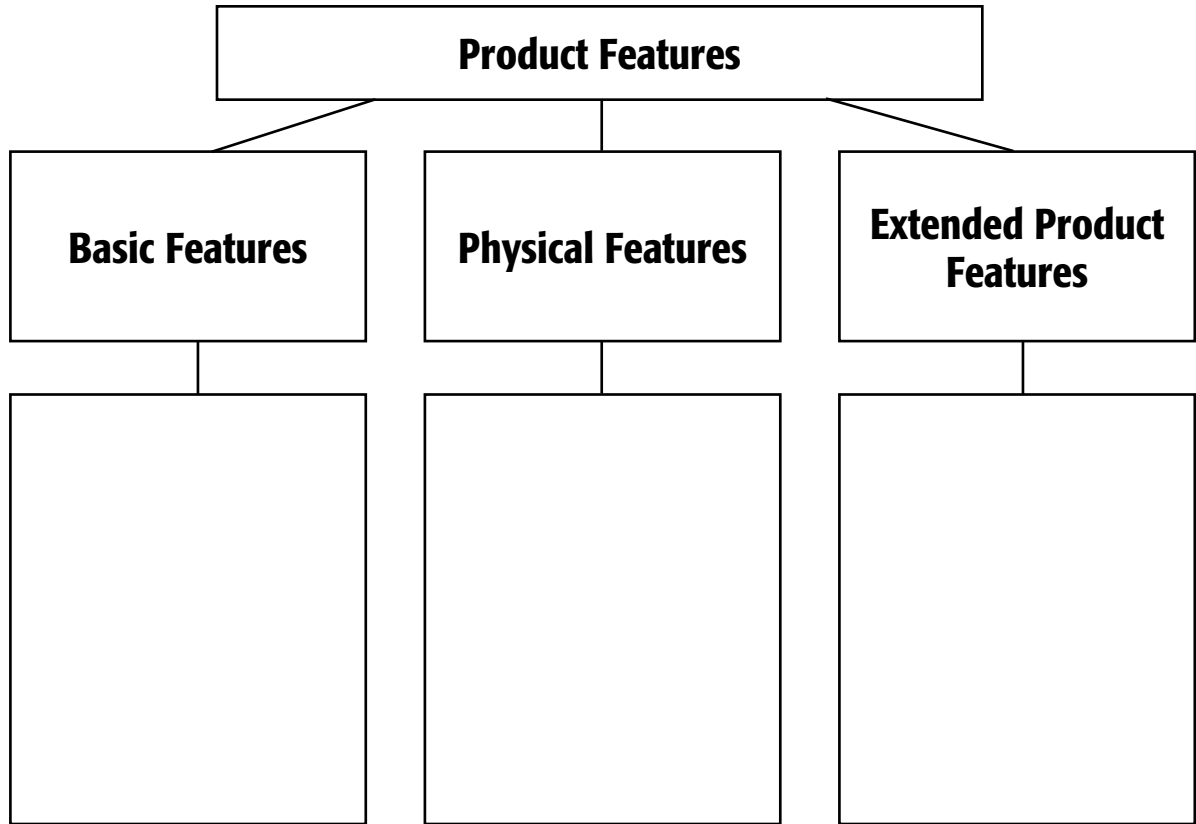# Chapter 13 Beginning the Sales Process

Product Features
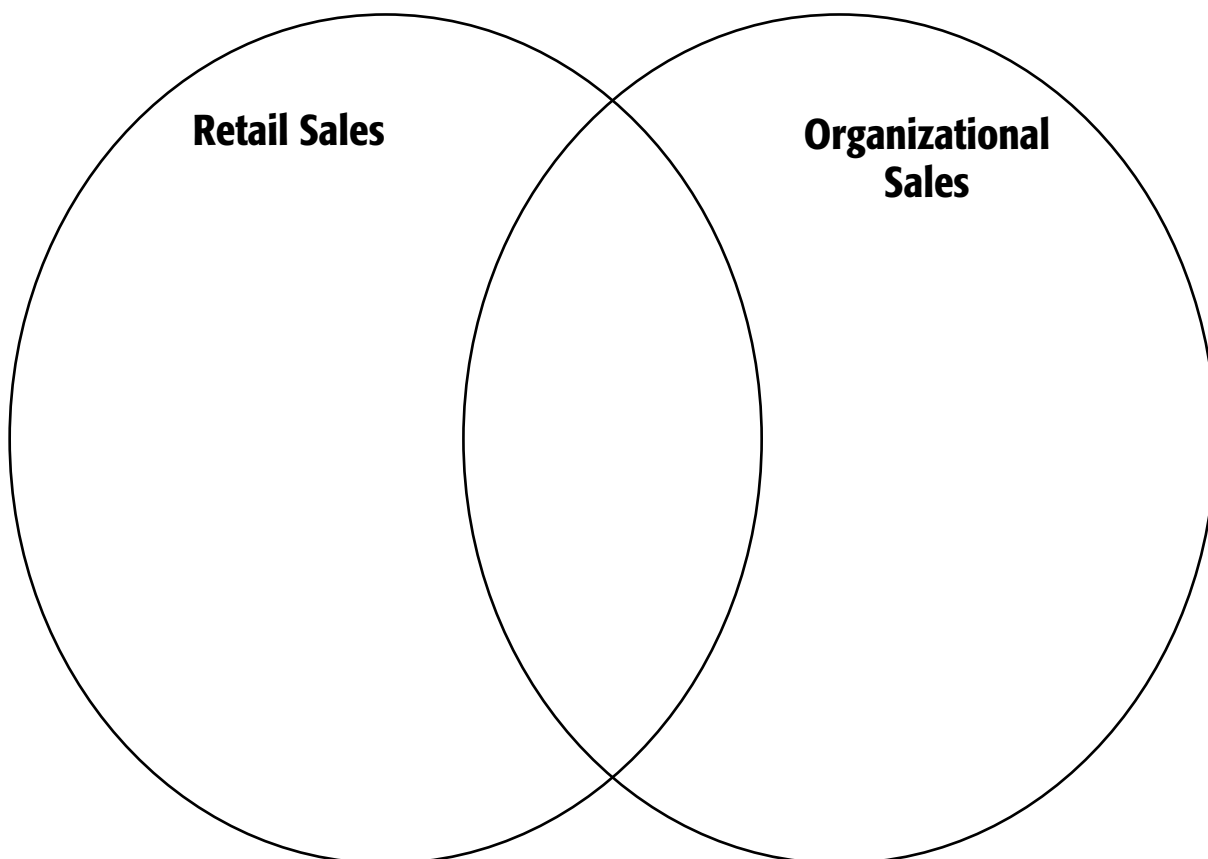
Directions Use this graphic organizer to list basic, physical, and extended features of products.

```
                    ┌─────────────────────────┐
                    │    Product Features     │
                    └─────────────────────────┘
         ┌───────────────────┼───────────────────┐
┌─────────────────┐ ┌─────────────────┐ ┌─────────────────┐
│  Basic Features │ │ Physical Features│ │ Extended Product│
│                 │ │                  │ │    Features     │
└─────────────────┘ └─────────────────┘ └─────────────────┘
┌─────────────────┐ ┌─────────────────┐ ┌─────────────────┐
│                 │ │                  │ │                 │
│                 │ │                  │ │                 │
│                 │ │                  │ │                 │
│                 │ │                  │ │                 │
└─────────────────┘ └─────────────────┘ └─────────────────┘
```

Chapter 13 Beginning the Sales Process
Retail and Organizational Sales

Directions Use this graphic organizer to compare and contrast retail and organizational selling points.

Retail Sales

Organizational Sales

Chapter 13 Beginning the Sales Process

Prospecting Methods

Directions Use this graphic organizer to rank the effectiveness of prospecting methods.
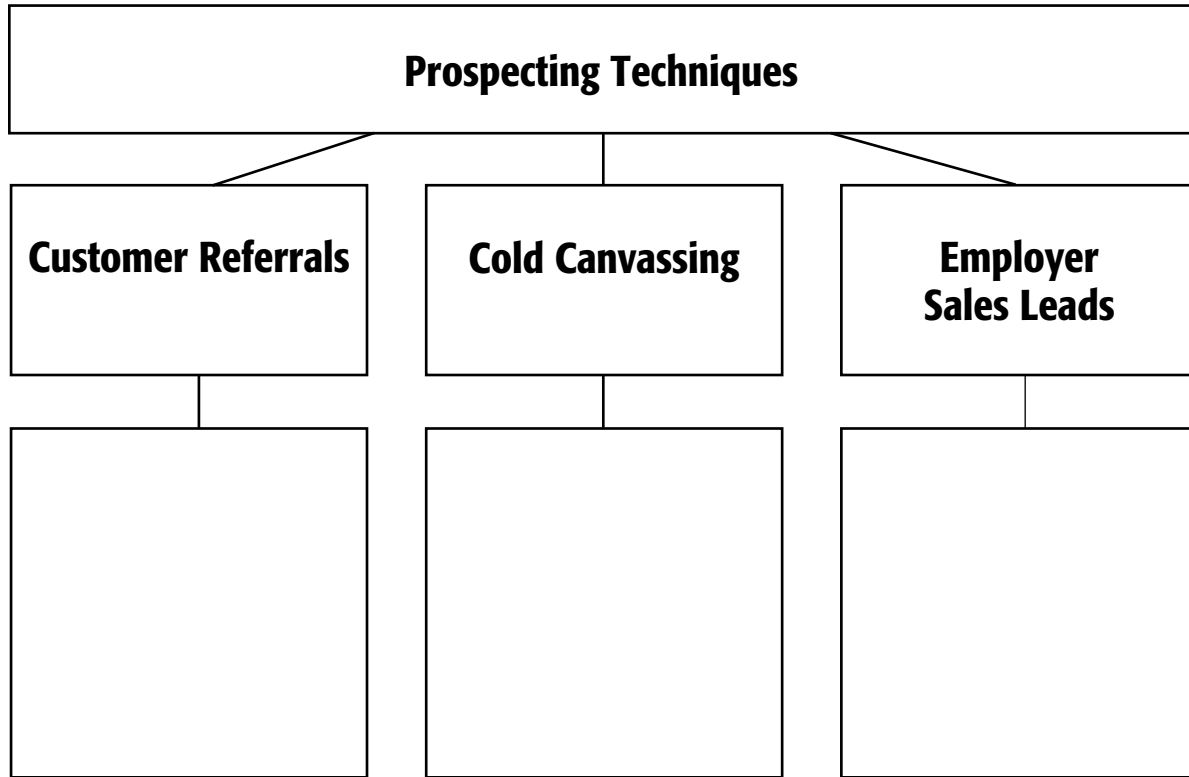
Method	Ranking

Chapter 13 Beginning the Sales Process

Three Types of Prospecting Techniques

Directions Use this graphic organizer to discuss customer referrals, cold canvassing, and employer sales leads.

```
┌─────────────────────────────────────────────────────────┐
│              Prospecting Techniques                      │
└─────────────────────────────────────────────────────────┘
        │                    │                    │
┌───────────────┐   ┌───────────────┐   ┌───────────────┐
│   Customer    │   │     Cold      │   │   Employer    │
│   Referrals   │   │  Canvassing   │   │  Sales Leads  │
└───────────────┘   └───────────────┘   └───────────────┘
        │                    │                    │
┌───────────────┐   ┌───────────────┐   ┌───────────────┐
│               │   │               │   │               │
│               │   │               │   │               │
│               │   │               │   │               │
└───────────────┘   └───────────────┘   └───────────────┘
```

Chapter 13 Beginning the Sales Process
Retail Approach

Directions Use this graphic organizer to list elements of the three retail approaches: greeting, service, and merchandise.

Greeting Approach

Service Approach

Merchandise Approach

Chapter 13 Beginning the Sales Process
Determining Needs

Directions Use this graphic organizer to provide examples of methods used to determine customer needs.

```
        ┌─────────────────────┐
        │  Determining Needs  │
        └─────────────────────┘
```

Observing   Listening   Questioning
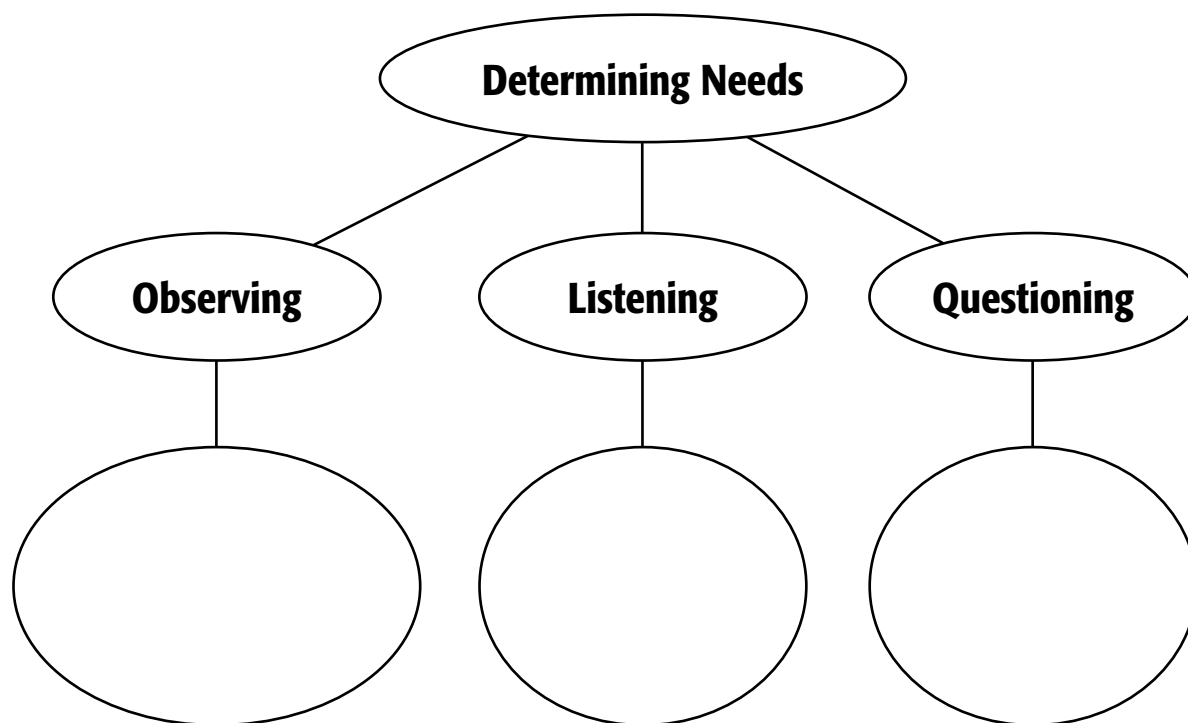
Chapter 13 Beginning the Sales Process

Question Do's and Don'ts

Directions Use this graphic organizer to provide examples of question do's and don'ts.

	Do's	Don'ts
Open-ended questions		
Qualifying questions		
Number of questions		
Sensitive questions		