

CHAPTER 13

Initiating the Sale

Chapter Objectives

After reading this chapter, you should be able to:

- List the seven steps of a sale
- Explain the importance and purposes of the approach in the sales process
- Demonstrate how business-to-business sales representatives conduct the initial approach
- Name three methods for making the initial approach in retail sales
- Explain why determining needs is an essential step in the sales process
- List three methods for determining needs

EXPLORE THE PHOTO

Market Talk The approach to the customer is the critical first step in the sales process. It gives the salesperson the opportunity to establish a relationship with the customer, to initiate a conversation, and to focus the customer's attention on the product. The approach can make or break a sale, so it is important to make a good first impression.

Quick Think What might you say to open a conversation with a customer?





DECA Events These acronyms represent DECA competitive events that involve concepts in this chapter:

AAM	BSM	QSRM
ASM	FMAL	RFSM
BMDM	FMML	RMS

Performance Indicators The performance indicators represent key skills and knowledge. Relating them to the concepts explained in this chapter is your key to success in DECA competitive events. Keep this in mind as you read, and write notes when you find material that helps you master a key skill. In these DECA competitive events, you should follow these performance indicators:

- Explain the selling process
- Determine customer needs
- Establish relationship with customer

Some events include these performance indicators:

AAM	Determine size and fit of children's apparel
AAM	Determine size and fit of women's apparel
AAM	Determine size and fit of men's apparel
AAM	Determine size and fit of shoes
ASM	Explain component/accessory characteristics of braking/ABS systems
BSM	Discuss risks perceived by customers when purchasing business services
EMDM	Describe the nature of customer support for online sales
FMDM	Establish relationship with customer
QSRM	Identify ingredients of menu items
SEM	Establish relationships with sport/event clients/customers/fans
SMDM	Establish relationships with sport/event clients/customers/fans
TMDM	Identify types of destination attractions
TSE	Differentiate between consumer and organizational buying behavior

DECA PREP

ROLE PLAY Check your understanding of DECA performance indicators with the DECA activity in this chapter's review. For more information and DECA Prep practice, go to the *Marketing Essentials* OLC through glencoe.com.



SECTION 13.1

The Sales Process

READING GUIDE

BEFORE YOU READ

Connect Reflect on ways salespeople have approached you. How effective were their methods?

OBJECTIVES

- List the seven steps of a sale
- Explain the importance and purposes of the approach in the sales process
- Demonstrate how business-to-business sales representatives conduct initial approach
- Name three methods for making the initial approach in retail sales

KEY TERMS

- service approach
- greeting approach
- merchandise approach

ACADEMIC VOCABULARY

You will find these words in your reading and on your tests. Make sure you know their meanings.

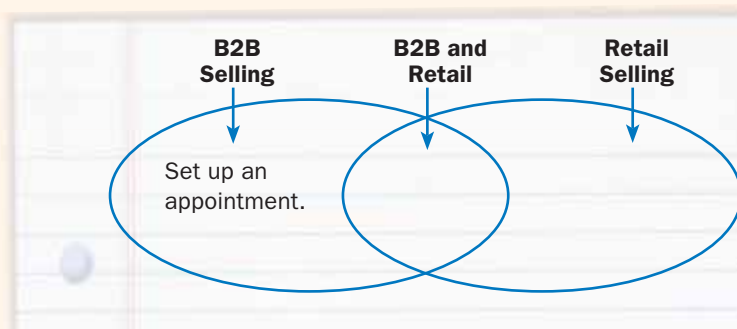
- establish
- item

THE MAIN IDEA

There are seven steps to the sales process. There are also different styles and methods for approaching customers, depending on the sales situation.

GRAPHIC ORGANIZER

Draw this chart to identify the steps of a sale.



Go to the OLC through glencoe.com for printable graphic organizers, Academic Vocabulary definitions, and more.

ACADEMIC STANDARDS

English Language Arts

NCTE 3 Apply strategies to interpret texts.

NCTE 12 Use language to accomplish individual purposes.

AS YOU READ

Connect Think about selling situations in which all seven steps of a sale were involved. Recall how the salesperson incorporated each step into the selling process.

The Selling Process

Selling is the process of matching customer needs and wants to the features and benefits of a product or service. The salesperson plays a vital role in this process by gathering information about the customer, then advising the customer about which products would best suit his or her needs and lead to a decision to buy.

There are seven steps to the selling process:

- 1. Approaching the customer** greeting the customer face-to-face
- 2. Determining needs** learning what the customer is looking for in order to decide what products to show and which product features to present first in the next step of the sale
- 3. Presenting the product** educating the customer about the product's features and benefits
- 4. Overcoming objections** learning why the customer is reluctant to buy, providing information to remove that uncertainty, and helping the customer to make a satisfying buying decision
- 5. Closing the sale** getting the customer's positive agreement to buy
- 6. Suggestion selling** suggesting additional merchandise or services that will save your customer money or help your customer enjoy the original purchase
- 7. Relationship building** creating a means of maintaining contact with the customer after the sale is completed

In this chapter, we will concentrate on the first two steps in the sales process: (1) the approach and (2) determining the customer's needs. The other five steps will be examined in later chapters.

Approaching the Customer

Salespeople can make or break a sale during their first few minutes with a customer; therefore, the initial approach is critical. Customers who are turned off by the approach will be difficult to win over later on.

The approach sets the mood or atmosphere for the other steps of the sale. It has three purposes: to begin conversation, to **establish** a relationship with the customer, and to focus on the product.

To begin conversation, you need to be alert to customers' interests. In business-to-business selling, you can conduct research prior to the initial meeting. In retail selling, observe the customer inside the store.

To establish a relationship, treat the customer as an individual. You should not stereotype a person because of age, sex, race, religion, appearance, or any other characteristic.

You must be perceptive about the customer's buying style. Some customers like to do business quickly. Others prefer a more methodical, slower pace. In any case, a customer likes to feel important.

To put a customer at ease and establish a positive atmosphere you should be enthusiastic, courteous, and respectful. Show sincere interest by maintaining good eye contact and showing genuine friendliness. Always ask business-to-business customers if it is a good time to see them. This courtesy is appreciated by busy businesspeople.



Recall What are the first two steps in the sales process?

The Approach in Business-to-Business Selling

In business-to-business selling, the salesperson sets up an appointment in the pre-approach stage of the sale. Arriving early for the appointment will show your customer that you are interested and give you time to organize your thoughts. Introduce yourself and your company with a firm handshake and a smile. Use the customer's name. Some salespeople may give a business card to the customer.

The initial approach depends on your prior dealings with the customer or the work you did in the pre-approach. When meeting with customers you visit frequently, you can be more personal. Comments on recent happenings in the customer's industry or personal recollections about the customer's family, interests, or hobbies can create a smooth initial meeting. Learning what is appropriate to say regarding personal matters is critical. When personal conversation is not appropriate, you can still engage in small talk to establish a relationship with the customer.

Prior research on the prospect conducted in the pre-approach may suggest other possible opening comments. You can also discuss current topics in the industry.

Case Study

Beware of Bias

Wanting to take a pro-active approach with his team, Harry Bradford, a regional sales VP with GlaxoSmithKline turned to Orlando-Ward Associates, a San Diego-based workplace training organization that specializes in live-action drama to address diversity and other interpersonal workplace issues.

Here is an example of a vignette used in such training: You are making your first sales call to Dr. Lee's office in the Chinatown section of San Francisco. Approaching a young Asian woman behind the desk, you say who you are and ask to speak with Dr. Lee for a moment. After a brief pause, the woman looks up from her paperwork and deadpans, "You're speaking with Dr. Lee right now." Whoops! After you apologize profusely, Dr. Lee says that she would be happy to meet with you—about a year from now.

Role Play as Training

After each vignette was presented during the half-day program, the producing director led a discussion with the reps to identify the mistakes made and to brainstorm about more thoughtful approaches. Next, reps were invited to participate in replays, in which the scene is re-enacted but, this time, with a program participant playing the role of the sales rep. The rep's task is to handle the situation more effectively, without making errors based on cultural or gender stereotypes.



THINK STRATEGICALLY

Why are live-action drama and role playing good sales training methods?

@ Online Action!

Go to the *Marketing Essentials* OLC through glencoe.com to find a research project on avoiding stereotyping.

The Approach in Retail Selling

When customers are in an obvious hurry, you should approach them quickly. When customers seem undecided, encourage them to look around and ask questions.

The Three Methods of Approach in Retail Selling

There are three methods you can use in the initial approach to retail customers: the service approach, the greeting approach, and the

merchandise approach. You must evaluate the selling situation and the type of customer to determine which method is best.

Service Approach

With the **service approach**, the salesperson asks the customer if he or she needs assistance. One way to use this method is to ask, "How may I help you?" An open-ended question such as this one offers the customer a greater opportunity to respond with more

than “yes” or “no.” It is acceptable when the customer is obviously in a hurry or if you are an order-taker for routine purchases. In most other sales situations, this type of question is ineffective because it usually elicits a negative response, such as “No, I’m just looking.” In this case, you lose control of the sales situation. If such a situation occurs, take a moment to remind the customer to ask any questions that he or she may have later on.

Greeting Approach

With the **greeting approach**, the salesperson simply welcomes the customer to the store. This lets the customer know that the salesperson is available for any questions or assistance. The greeting can be a simple one, such as “Good morning.”

When you greet the customer, it is important to use a rising tone in your voice. A falling tone sounds unfriendly and would start the sales process off on the wrong note. It is extremely important that the salesperson smile and be friendly.



- **THE MERCHANDISE APPROACH** The merchandise approach can be used only when a customer demonstrates interest in a product.

What might you say to this customer to demonstrate the merchandise approach?

NET MARKETING

Business E-Mail

Once considered merely a nuisance, spam and other unwanted e-mail have become a costly burden for enterprises. E-mail can spread destructive computer viruses to millions of users in a matter of hours.

An Expensive Problem

Ferris Research predicted that the cost of spam to businesses worldwide in 2007 would be \$100 billion in lost productivity. Of that, \$35 billion would be lost by U.S. businesses, up from \$17 billion in 2005. Postini, a leader in e-mail security and compliance solutions, reported that e-mail spam made up 93 percent of all e-mail traffic processed in 2006.

THINK LIKE A MARKETER

Assume you work for a company that sells software and services to block spam and provide antivirus protection. Write an attention-getting statement that you could use in conjunction with your greeting and initial approach in a business-to-business selling situation.

@ Online Action!

Go to the *Marketing Essentials OLC* through glencoe.com to find a project on e-mail security.

If the customers need help, they will tell you how you can assist them. If they are just looking, they will let you know. The greeting approach establishes a positive atmosphere and opens the lines of communication.

Merchandise Approach Method

With the **merchandise approach**, the salesperson makes a comment or asks questions about a product in which the customer shows interest. This method can be used only if a customer stops to look at a specific **item**. You may talk about its features and benefits.

Using Conversation Skills

In the merchandise approach, the salesperson walks up to the customer and starts talking about the merchandise without asking whether the customer wants assistance. The opening comment used in the merchandise approach should be appropriate to the situation. Ideally, it should give the customer some information that is not immediately apparent to the eye.

Notice what interests the customer and make that the focus of your conversation. If a customer is looking at a label, you might say, "That shirt is made of a cotton and polyester blend, so it's machine washable." If a customer is simply looking at an item and you have no indication of the exact interest, you can talk about the item's popularity, its unusual features, or its special values. You can also ask a question about the item, such as "Is that the size you need?" or "Were you looking for a comfortable children's jacket?"

The merchandise approach is usually the most effective initial approach in retail sales because it immediately focuses attention on the product. It also gives you an opportunity to tell the customer something about the features and benefits of the merchandise.

Customers may not see the desired style, size, or color on the selling floor. The merchandise approach can clear up confusion, let the customer know what is available, and open a dialogue with the customer.



13.1 AFTER YOU READ

Key Terms and Concepts

1. Do you think all seven steps of a sale are followed in every sale? Why or why not?
2. Why is the initial approach in business-to-business selling different from a retail approach?
3. What are the advantages of the merchandise approach?

Academic Skills

Math

4. Assuming there is no sales tax on clothing, how much would you charge a customer who needs only two pairs of socks when the sign indicates six pairs are \$15.99?

English Language Arts

5. Write two merchandise approaches for a product of your choice.

CONCEPT Numbers and Operations:

Computation Compute fluently and make reasonable estimates.

1. To solve this problem, divide the cost of six pairs of socks by 6 to determine how much each pair costs.
2. Multiply the cost of one pair of socks by two to determine the costs of two pairs.



For help, go to the Math Appendix located at the back of this book.

Online Action!

Check your answers at the *Marketing Essentials* OLC through glencoe.com.

SECTION 13.2

Determining Needs in Sales

READING GUIDE

BEFORE YOU READ

Predict Name three ways you might determine a customer's needs.

OBJECTIVES

- Explain why determining needs is an essential step in the sales process
- List three methods for determining needs

KEY TERMS

- nonverbal communication
- open-ended questions

ACADEMIC VOCABULARY

You will find these words in your reading and on your tests. Make sure you know their meanings.

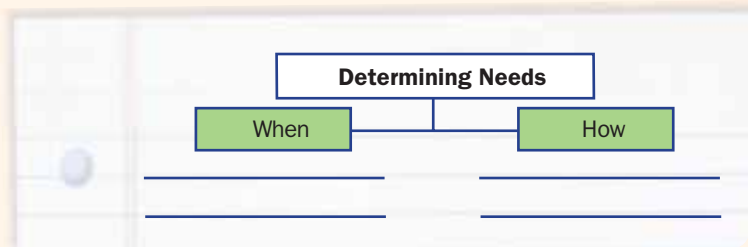
- **alternative**
- **seek**

THE MAIN IDEA

Determining needs is an early step in the sales process because it frames the rest of the sales presentation. It is also the one step that continues throughout the sales process.

GRAPHIC ORGANIZER

Draw this chart to review when and how to determine needs in the sales process.



Go to the OLC through glencoe.com for printable graphic organizers, Academic Vocabulary definitions, and more.

ACADEMIC STANDARDS

Science

NSTA Content Standard C Life Science: behavior of organisms

Social Studies

NCSS 4 Individual Development and Identity: concepts drawn from psychology, social psychology, sociology, and anthropology as they apply to individuals, societies, and cultures

Determining Needs

In this step of the sale, your job is to uncover the customer's problems or reasons for wanting to buy. In some instances, their motives or needs may be quite obvious, but that is not always the case. It is your job to determine those needs so you can offer **alternative** solutions. Discovering your customer's motivation for buying will help you in the next step of the sale when you are helping the customer select the right product.

AS YOU READ

Connect Has a salesperson ever helped you make a choice? What questions were asked?



GLOBAL MARKET



Skateboarding in Brazil

Skateboarding might seem like an all-American sport, but it is also very popular and competitive around the world. Brazil has a thriving skateboarding market. Brazilian skaters started out by making their own skateboards with roller skate trucks and wheels, inspired by American products they often could not afford. However, what started as tinkering has now become a national industry.

Homegrown Success Brazil's government is protective of small firms and trademarks and offers incentives to promote internal commerce. Skateboard products are sold mostly through specialty stores. With imports heavily taxed, domestic brands sell far better than U.S. competitors. Government policies and taxation were determining factors in the creation of domestic skateboard brands and in the growth of the Brazilian skateboard market. Skateboarding shoes, accessories, and clothing are now also manufactured in Brazil for Brazilian brands. The largest board brands are Son, Formigao, Perfect Line, and Stage. Truck brands are Crail, Tracker, and Crazy. The largest wheel manufacturer is Moska. Some of these companies have now expanded into exporting their goods throughout South America and to the United States.

CRITICAL THINKING

How does knowledge regarding a customer's motivation and value system help in determining needs?

@ Online Action!

Go to the *Marketing Essentials* OLC through glencoe.com to find a research project on customer motivation.

When to Determine Needs

The salesperson's focus should be to determine the customer's needs as early in the sales process as possible. Here is an example of what can happen when a salesperson does not determine needs early on.

Salesperson: "This is one of our most popular tennis rackets. It's perfect for you—the grip is the correct size and the large sweet spot can improve your game."

Customer: "That's very interesting; but, I'm not buying the racket for myself. It's actually a gift for my nine-year-old daughter."

After the initial approach, the salesperson could have asked, "Are you interested in a racket for yourself?"

The answer to that simple question could have guided the salesperson into additional questions about the person for

whom the racket was being purchased. It could have helped the salesperson decide which racket to show the customer and features to emphasize.

In retail selling, the salesperson should begin to determine needs immediately after the approach. In business-to-business selling, needs can be determined in the pre-approach. In both situations, the salesperson should continue determining needs throughout the sales process to find what the customer **seeks**.

How to Determine Needs

There are three methods used to determine customer needs: observing, listening, and questioning. (See **Figure 13.1** on page 286.)

Observing

When you observe a customer, you look for buying motives that are communicated nonverbally. **Nonverbal communication** is

expressing yourself without the use of words. Facial expressions, hand motions, eye movement, and other forms of nonverbal communication can give you clues about a customer's mood and interest in a product.

Observing how long a customer in a retail store looks at a product can give you an initial idea about the level of interest.

In a business-to-business selling situation, you can generally get ideas about a buyer's interests by looking around his or her office.

Listening

Listening helps you pick up clues to the customer's needs. You can use this information for the product presentation. Here's an example.

Customer: "I want a copier for my home business that is simple to use and reliable. My last copier broke down often, which was a

problem. I usually make one or two copies at a time. However, occasionally I may make up to 50 copies at once."

From these statements, you have learned that the customer is not looking for a top-of-the-line copier. Since the copier is for a home business, size is a factor.

Questioning and Engaging the Customer

When you begin determining needs, first ask general questions about the intended use of the product and any previous experience with it. Build your questions around words like *who*, *what*, *when*, *where*, *why*, and *how*. You might ask the following questions of someone who wants to purchase a copier:

- Who will be using the copier?
- What type of copier is the person presently using?

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• **DETERMINING CUSTOMER NEEDS** The sales step of determining customer needs helps a salesperson match those needs with products or services.

What does this ad say about the company's policy of listening to customers' needs?

Ways to Determine Customer Needs

• **Observe, Listen, Question** Selling is based on matching a customer's needs or wants with the features and benefits of a product. In the step of the sales process known as determining needs, the salesperson gathers information in order to match the customer's needs and wants with a product. There are three ways to do that.

Is there one best way to determine customer needs?

Observing Customers provide many nonverbal cues about their product interests. By carefully observing a customer, a salesperson can learn a lot about the customer's interests. The salesperson can then use that information to guide the customer to products that might result in a decision to buy.



• **Listening** When a customer is ready to talk, the salesperson should give the customer his or her undivided attention and maintain eye contact. Other guidelines that help to make the salesperson a good listener are not interrupting until the customer has finished, providing feedback, and listening with an open mind.

Questioning Questions can encourage a customer to talk. When asking questions, salespeople should begin with general questions, such as those beginning with *who*, *what*, *when*, *where*, *why*, and *how*. For instance, this salesperson might ask what color of shoe the woman is shopping for. Salespeople must be careful not to ask a question that is too personal or unintentionally offends the customer. That might quickly put an end to the sale.



@ Online Action!

Go to the *Marketing Essentials* OLC through glencoe.com to find a project on determining customer needs.

- How much experience has the person had with copiers?
- How many copies will the person be making every week or month?

How to Refine Your Questioning

Once you have an idea of the customer's general needs, then you can ask more specific questions relating to the product. In the case of the copier, you could ask about the need to enlarge or reduce the size of the copy, and the need to collate and staple copies.

Open-ended questions are those that require more than a yes or no answer, such as "What do you dislike about your current copier?" The answer to such a question will provide valuable information about a customer's needs. Keep in mind that some customers will be protective of their privacy; they may resent some nonpersonal questions.

Here are some other dos and don'ts guidelines for questioning:

1. Do ask open-ended questions that encourage customers to do the talking.
2. Do ask clarifying questions to make sure you understand customers' needs. To do this, use opening lines such as "Let me see if I understand you" or "Are you looking for a product that can . . .?"
3. Do not ask too many questions in a row. This will make customers feel as if they are being cross-examined.
4. Do not ask questions that might embarrass customers or put them on the defensive. Never ask, "How much do you want to spend?" Instead, ask about the intended use of the product and any past experience. That should give you enough information to determine the correct price range on your own.



13.2 AFTER YOU READ

Key Terms and Concepts

1. Why is determining needs an essential step in the sales process?
2. How can you use open-ended questions to encourage customers to talk?
3. You are a salesperson in a rug store that carries inexpensive, medium-priced, and very expensive handmade area rugs. How would you determine your customer's price range?

Academic Skills

Math

4. Based on your analysis of the customer's needs, a premium of \$1,500 per year is required for long-term health care insurance for your client. You want to offer a quarterly payment schedule. There is a surcharge of \$25 per quarter for this service. What are the quarterly payments?

English Language Arts/Writing

5. Use the product you used at the end of the last section to write five to ten questions that could help determine a customer's needs in the sale of that product.

CONCEPT Algebra: Using Symbols

You can use algebraic symbols to represent unknown quantities and write equations to solve problems.

1. To solve this problem, let q represent the quarterly payment. Use it to write an equation to fit the situation described in the word problem.
2. The equation should show that q equals the yearly premium divided by 4 to determine the quarterly premium, plus the \$25 surcharge.



For help, go to the Math Appendix located at the back of this book.



Online Action!

Check your answers at the *Marketing Essentials* OLC through glencoe.com.

CAREERS IN MARKETING



MELISSA MCINTOSH, MJE
FOUNDER
I214 ENTERPRISES, INC.

? What do you do at work?

For my corporate clients in law, real estate, medicine, engineering, architecture, and construction, I can provide a full spectrum of design and print-brokering services so that they have one contact for all their marketing collateral needs. A big part of my job is focused on service: handholding a brochure all the

way through the print process with an outside commercial printer, making 900 tweaks to a corporate logo to get it “just right,” and making sure that I pay attention to all the small details.

? What skills are most important to you?

The ability to be flexible. Being able to keep from getting frustrated and to move between being a marketing consultant, tech support guru, and graphic artist. Having a background where I’ve worked with computers since the mid-80s and have learned a lot in the trial and error department has really helped.

? What is your key to success?

Very simple: hard, hard work. In any of the jobs I’ve had, either in education or business, and in owning my own company now, I have never bragged that I’m the smartest, most creative, most cutting edge, or whatever. But how I have always had an edge over the competition is that I’m willing to out-work them. If the “what does it take” requires evenings and weekends to get the job done just a bit better than the other guy, fine.

Aptitudes, Abilities, and Skills

Computer skills, sales and communication skills, versatility, an eagerness to learn and gain new experiences

Academics and Education

Courses Marketing, communication, computer science

Degrees BA, MBA

Career Path

Before starting their own companies, many entrepreneurs train at companies that do the work they want to do. To eventually run a marketing consulting firm, the best career track is to work in marketing, sales, and communications departments.

Career Outlook

Growth to increase faster than average for the next ten years

Source: *Occupational Outlook Handbook*



THINKING CRITICALLY

Other than college, what kind of training and classes might be worth pursuing?

@ Online Action!

Go to the *Marketing Essentials* OLC through glencoe.com for a career-related activity.

CHAPTER 13 REVIEW

FOCUS on KEY POINTS

SECTION 13.1

- Seven steps in the sales process are approach, determining needs, product presentation, overcoming objections, closing the sale, suggestion selling, and relationship building.
- Relationship building is important to create loyal customers.
- The approach step of the sale can make or break the sale.
- The three purposes of the approach are to begin a conversation, build a relationship, and focus on the product.
- The three retail sales approaches are service, greeting, and merchandise.

SECTION 13.2

- Determining needs is a step in the sales process that should begin as soon as possible and continue throughout the process.
- Three methods to determine needs are observing, listening, and asking questions.

REVIEW VOCABULARY

1. On a sheet of paper, use each of these key terms and academic vocabulary words in a written sentence.

Key Terms

- service approach (p. 280)
- greeting approach (p. 281)
- merchandise approach (p. 282)
- nonverbal communication (p. 284)
- open-ended question (p. 287)

Academic Vocabulary

- establish (p. 279)
- item (p. 282)
- alternative (p. 283)
- seek (p. 284)

REVIEW FACTS and IDEAS

2. What are the seven steps of a sale? (13.1)
3. What are the main purposes of the approach step in the sales process? (13.1)
4. Describe an initial business-to-business sales approach by a sales representative from the XYZ Copier Company meeting a new prospect. (13.1)
5. Why is determining needs an essential step in the sales process? (13.2)
6. List three methods for determining needs. (13.2)
7. What types of questions should be asked to determine customer needs? (13.2)
8. When should a salesperson determine needs? (13.2)
9. What do you look for when observing a customer? (13.2)
10. Why is listening important in sales? (13.2)
11. What is an open-ended question? (13.2)

CHAPTER 13 REVIEW

BUILD REAL-WORLD SKILLS

12. Workplace Skills

Human Relations Use the Internet to research different ways of greeting people. Conduct a role play with classmates to demonstrate the proper way to greet customers who are from Japan, Germany, Brazil, and Singapore in a business-to-business setting. Assume you are employed by the XYZ Corporation.

13. Technology Applications

Research During Pre-approach Imagine that you are a sales representative for a tool distributor such as Grainger and you have a meeting with a car dealer who repairs cars on the lot. Using the Internet, research the car dealerships and repair shops to determine the needs that might be met by items in your product line. Prepare a short, one-page report on your findings.

BUILD ACADEMIC SKILLS

14. Math Practice

Budgeting Your Time You are stuck in traffic, and you are going to be late for your first meeting with a potential customer. You are traveling at ten miles an hour and have five miles to go. If it is 8:00 a.m., at what time can you expect to arrive if you keep traveling at that speed? What should you do? How could you prevent this situation from happening again?

CONCEPT **Measurement: Using Formulas**

Rate (r), time (t), and distance (d) are related according to the formula $rt = d$. If you know two of the quantities, you can find the third using this formula.



For help, go to the Math Appendix located at the back of this book.

15. English Language Arts

Compare and Contrast Skim the chapter and reread longer paragraphs that include several sentences. Find an example of a paragraph that compares and contrasts two things. Write a few sentences identifying the paragraph, describing the two things compared or contrasted, and explaining the similarities or differences.

DEVELOP CRITICAL THINKING

16. Why Does the Approach Used in Business-to-Business Selling Differ From the Retail Approach?

Imagine that you are a salesperson selling seeds to garden supply stores. Think of how you would approach the sale using a *retail sales approach*. Do you think that would be an effective approach? Why or why not?

APPLY CONCEPTS

17. Approaching and Determining Needs

Role-play the approach and determining needs steps of a sale with a classmate by using a personal product, such as a jacket, calculator, or purse. Assume you work for a retailer.

Activity Make a list of guidelines for listening, observing, and asking questions. At the conclusion of the role play, provide the salesperson with constructive criticism. Change the product and switch roles with your partner to repeat the assignment.

NET SAVVY

18. Selling on the Internet

Select a company that sells its products on the Internet, such as Dell or Gateway computers. Assume the role of a customer and research the questions you should ask in order to decide on the best buy for your needs.

1. ○○○○○
2. ○○○○○
3. ○○○○○
4. ○○○○○
5. ○○○○○

1. **Directions** Choose the letter of the best answer. Write the letter for the answer on a separate piece of paper.

If you travel 210 miles in 3.5 hours, what is your average speed?

- A 70 mph
- B 60 mph
- C 65 mph
- D 80 mph

2. **Directions** Choose either True or False as the answer. Write the letter for the answer on a separate piece of paper.

Open-ended questions require more than a yes or no answer.

- T
- F

Test-Taking Tip

Read and consider all of the answer choices before you choose the one that best answers the question.

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CONNECTION

Role Play Assistant Manager, Kitchen Store

Situation Assume the role of assistant manager of a kitchen supply store. The store carries cooking-related small appliances, cookbooks, gadgets, and cookware. Your duties include training new employees. A newly hired employee (judge) began work last week. Each day you review an aspect of sales training with the new employee (judge). Later today you will review the approach to the sale.

Activity You are to prepare your presentation to the new employee (judge). You are to include an explanation of the three types of retail sales approach. You are to also provide an example of each that applies to your store.

Evaluation You will be evaluated on how well you meet the following performance indicators:

- Explain the selling process.
- Establish relationship with customer.
- Recommend specific product.
- Orient new employees.
- Foster positive working relationships.



@ Online Action!

For more information and DECA Prep practice, go to the *Marketing Essentials* OLC through glencoe.com.