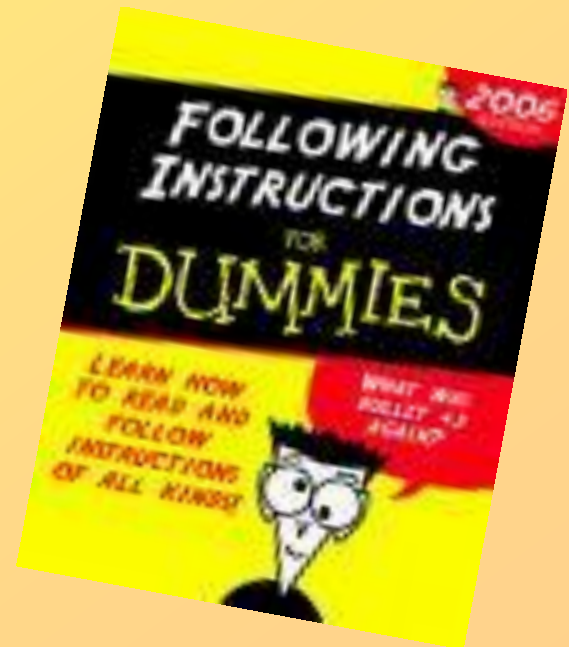


Agricultural Sales and Service: Effective Salespeople

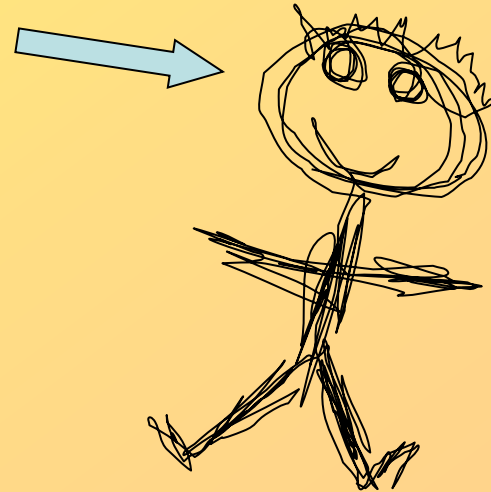
Effective Salespeople

- On your front cover:
 - Grab three different colors from the box
 - Draw two symbols that represent some of the ideas from our first set of notes (p2-4)



Effective Salespeople

- On your page:
 - Title it "Effective Salespeople"
 - Draw a 'salesperson' that covers the page
 - Label each of the 8 traits on your drawing.



Effective Salespeople

- Effective Salespeople are:
 1. Outgoing and friendly (What does this look like?)
 2. Empathetic (WDTLL?)
 3. Courteous and polite (WDTLL?)
 4. Initiative (WDTLL?)



Effective Salespeople

- Effective Salespeople are:
 5. Persistence (WDTLL?)
 6. Good health (WDTLL?)
 7. Personal hygiene (WDTLL?)
 8. Ethical/moral standards (WDTLL?)



Effective Salespeople

- Draw a brain that is about all of the page



COMMUNICATION SKILLS

TECHNICAL SKILLS

Effective Salespeople

- Communication Skills
 - Listening
 - Listen to understand, don't jump to conclusions/assume
 - Reading
 - Need to fully understand manuals, technical info, directions
 - Keep current on business/technology
 - Writing
 - Neat and legible
 - Accurate



Effective Salespeople

- Technical Skills
 - Knowledge of product
 - Laws pertaining to product
 - Manufacturing process
 - Knowledge of competition (advantages and disadvantages)



The Steps of the Sell

- Step 1 - Pre-Approach
 - Anticipate customer needs
 - Product knowledge



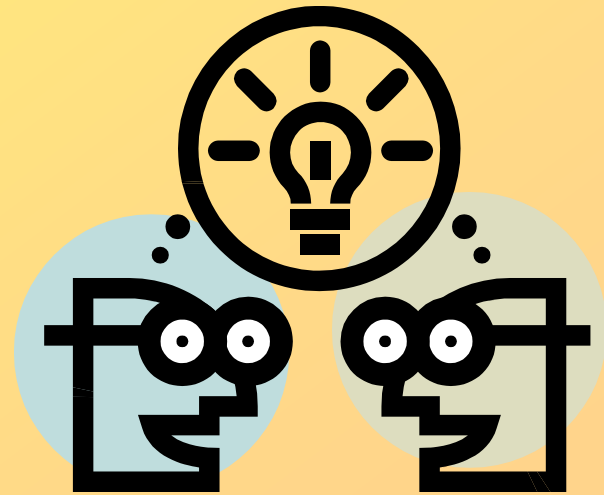
The Steps of the Sell

- Step 2 - Approach
 - First impressions
 - Create customer attention
 - Determine customer wants
 - Establish rapport
 - This requires lots of questions!



The Steps of the Sell

- Step 3 - Demonstration
 - Feature and related customer benefits
 - Allow customer to participate
 - Use lots of questions to guide your demonstration!
 - Attempt trial close



The Steps of the Sell

- Step 4 - Handling customer objections
 - Identify customer objections
 - Handle customer objections



The Steps of the Sell

- Step 5 - Closing the sale
 - Ask for the order
 - Recognize closing opportunities
 - A sample close:
"Mr. Prospect, which day would you prefer to have this delivered? Monday or Tuesday?"
OR "Which color would you prefer? Crimson or Gray?"

