Name

Professor

Class

Date

Professional Selling

Explain the differences between Transaction-focused traditional selling and Trust-based relationship selling. Give an example of each in your discussion-these can be personal experiences or examples.

There are various approaches and techniques used in selling, Transaction-focused traditional selling and Trust-based relationship selling are two examples. The traditional approach does not pay much attention to building a long-term intimacy with the consumer as it only focuses on making sales. An example of an instance where this method is used is in car selling. The salesperson in this sector does not care about interacting with customers; their primary objective is to reach certain sales within a month.

On the other hand, Trust-based relationship selling is any sales method that is much interested in the customer-salesperson interaction and relationship rather than the daily sales (Futrell and Valvasori 230). According to this technique, although sales transactions might be necessary, building good relations with customers is equally valuable as it helps in earning customer's loyalty. Products and services that are best suited to this technique are those that depend on repeat business. Therefore most individuals in the martial arts teaching or insurance field opt for this method. For instance, in order for an insurance agent to convince a person to acquire a cover, there must have been a creation of a trust and assurance between them. Also,

good relations are essential as once insurance cover is obtained parties involved are prone to be contacting each other occasionally.

How might a salesperson go about earning trust?

Salespersons strive to serve buyers to their level best, and this can only be achieved if trust is earned. Unfortunately earning clients trust is not an easy task, below are some of the ways by which it can attain:

i.) As a salesperson, ones should avoid making unrealistic promises just to make a sale. The foundation of building trust is following through on sensible promises. Being true about the real capabilities of the commodity being sold helps in making customers start relying on your delivery (James 5).

ii.) Regardless of the quantity a buyer is demanding or even their personality, he or she should be treated nicely and made to feel as though they are the only clients. By being attentive to customers, they see how important they are to a firm, and as a result, their trust is earned.

iii.) Failing, to be honest with consumers can be the downfall of the little faith they might have started developing in a salesperson. If something unexpected happens as a proposition is being executed, efforts should not be made to cover it up (James 5). Customers should be left to see it, and the chances are that they will appreciate the honest and have complete faith on a salesperson.

Describe how buyers evaluate suppliers and alternative sales offerings by using the multi-attribute model of evaluation.

The multi-attribute models are used to understand and gauge attitude. When using this model evaluate a supplier and alternative sales of offering a buyer will check how long it takes before deliveries of different quantities take before being delivered. This will show how reliable the supplier is and whether they treat all clients equally regardless of the amount they are purchasing.

Discuss the four sequential steps for effective active listening.

The principal skill of effective communication is active listening, and it entails conceding the other person's opinion and repeating what they said as per one's understanding to show empathy. The objective of active listening is not only to create a trust but to also promote togetherness and harmony (Loo 3). It has four sequential steps, namely:

a.) Listening and understanding. Words spoken are not just supposed to be heard, but they should be internalized so as to have a clear picture of what the speaker is visualizing.

b.) Empathizing. This is where as the audience one has to consider an issue from the speaker's perspective. It is an essential step in fortifying trust and creating rapport (Loo 3).

c.) Asking and encouraging. The acting of posting queries directs the speaker into focusing on main issues, whereas encouragement shows one's interest what they are saying.

d.) Summarizing. This is repeating what one has been listening to but using a different choice of words. This step reduces the probability of miscommunication and motivates the other party as they see that they are understood.

Describe the major prospecting methods and give examples of each method.

Prospecting is crucial although it is despised by some salesperson as they use old techniques failing to use effective practices that could result the high volume of good qualified leads. Major prospecting methods are social networking and referrals. Referral prospecting is when a client gives contact information among other details of a prospect to a salesperson. On the other hand, social networking entails the use of online platforms like Facebook, Twitter, and LinkedIn in running a business's operations.

List and describe what the acronym S.P.I.N. represents

SPIN stands for:

- Situation- this has to do with the facts about a buyer current condition.
- Problem- focuses on customer's pain so as to clarify challenges faced.
- Implication- discuss the impact that a problem before suggesting possible solutions.
- Need-payoff- buyers reveal their needs and the aid the get from solutions offered.

An example of a business that applies the above is the insurance agency. They first check on a person's situation in that particular moment, risks (problem) they are likely to encounter before proposing the suitable cover to take.

Works Cited

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