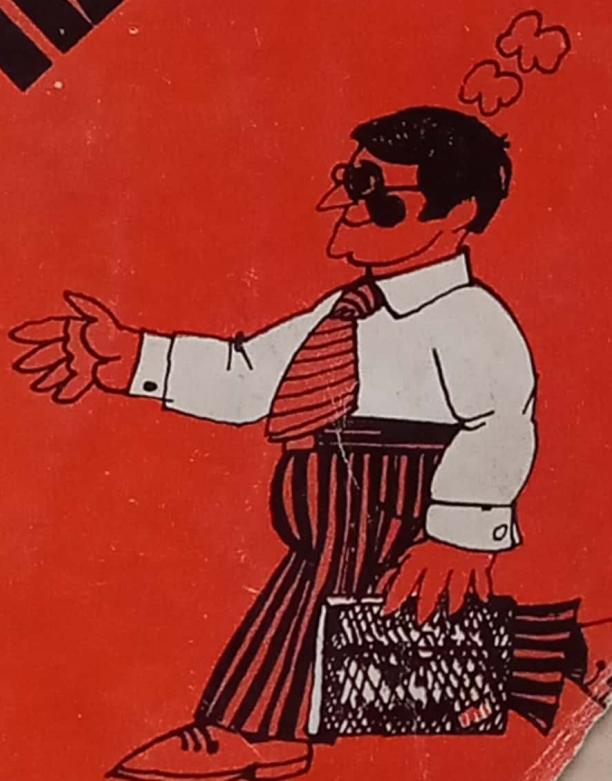


ELL
BOOKS

THE SALES PRESENTATIVE'S REFRESHER HANDBOOK

CHARLES
ATTWOOD



658.81

Contents

1 The salesman and his work	1
The salesman's place in the economy of today — The 'born' salesman — Qualities essential for success — What is salesmanship? — What selling is not — Salesmanship: a definition — Why people buy — The buying sequence — The selling sequence — A practical definition of the selling sequence — The four styles of expression	
2 Present yourself	18
Physical versus mental contact — The buyer's attitude towards the salesman's approach — No right to buyer's time — The importance of first impressions — Signs of a weak approach — The requirements of a good opener — Dealing with intermediaries — Do not sell under adverse conditions — Advising buyers of intended calls — Gaining appointments before calling — Approaching buyers well known to the salesman	
3 Present your goods	35
Analysis of the product — Marshalling the selling points for Stage 2 — Maintaining interest — Translating selling points into values — Drive the selling point right home — Talk in specific terms — Get admissions as you proceed — Demonstration — Demonstrating the speciality article — Two types of demonstration — Encourage the buyer to participate — Collective demonstrations — Demonstrations by satisfied users — Using photographs and films — Early presentation of sample essential — A neat sample case — Make the sample attractive — Pass sample into buyer's hands — Presenting Stage 2	
4 Present your proposition	59
Switching to Stage 3 — Show the profit to be gained — Presenting a collapsible pram to a retailer — Presenting a conveyor to a factory executive — Be a 'suppositist' — Secondary advantages — How to present figures	

5 Press for action

Getting a decision — now — Need for positive actions and statements — How not to close — Don't ask 'open' questions — The 'Morton's Fork' question — Minor questions which involve the major issue — Summing up points of agreement — Making a second closing attempt — Always be ready to close — When the buyer must consult colleagues — When a salesman fails to secure the order — Ensure satisfaction and goodwill

97

6 Objections and how to deal with them

Objections provoked through faulty presentation — Answering objections at different stages — How to answer objections — 'Yes, I agree, but . . .' — When to answer objections — Objections

119

7 Varying the sequence of the sales presentation

Arousing interest in a new idea — When subsequent calls are necessary — Different sequences for the same product

134

8 Building up motives for purchase

What constitutes a motive? — The three types of buyers — The intellectual type — The emotional type — The balanced type

141

9 Imparting finesse to your work

Get the buyer on your side — Third person selling — Maintain your enthusiasm — The 100 per cent positive mind — Breaking down final resistance — Support assertions with proof — Selling the range — Cashing in on a buyer's hobbies

156

10 Planning your journeys

Travelling time versus selling time — Start early — Lunch time break — Make one more call! — The staple salesman — The speciality salesman — A plan that concentrated both time and place — Specialized speciality selling

170

11 Seeking a post as a salesman

The written letter of application — Seeking one's own position — The interview — A typical interview

190

12 Payment of salesmen

Salary only — Salary plus commission — Commission only — Drawing account against commission — In conclusion

205

Index