

Econ 336 **FO9**
IC #2 (10 pts) **T 9/1**
Deiter

Names: _____

1. (4 pts) After you have finished today's role play sales call, take turns writing down something either you or your partner would/could/should do differently to improve the sales call.

*Generally, could have done any of the 5 steps better
(preparation, opening, presentation, close, service)*

Focus more on selling benefits than features.

Ask more Q's and let the customer do more talking.

Be more 'professional'.

2. (2 pts) In your list above, as a team, identify what you consider to be the 2 most important suggestions for improvement (rank and identify #1, #2).

3. (4 pts) Take turns writing down something a 'professional' salesperson will likely do immediately or shortly after making a sales call.

1) Critique their call; think about things they could have done better.

2) Follow up, check back to make sure customer is satisfied.

3) Thank customer for their time and/or having done business w/ them.