



Face to Face Selling Skills – Module 2

Selling Fundamentals

Key Points Summary

Use this summary to remind yourself about the key points in this Module

- Different people have different views about selling
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- Effective selling which results in repeat customers relies on helping people to buy
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- Helping people to buy does not rely on using clever techniques
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- Repeat customers are the best customers
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- There are four phases of the buying cycle – attention, interest, desire, action
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- It is important to know which phase the customer has reached because this will cause you to respond differently
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- Customers do not buy products and services – they buy what the products and services do for them - the benefits
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- Not all customers are equal – segmenting the customers by buying behaviour is important
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