



Face to Face Selling Skills – Module 4

Preparation for the sales call

Key Points Summary

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

- Preparation is one of the most important steps yet also the most neglected
- The most effective sales people are the best prepared
- Similarly those sales people in whom the customer has the least confidence are generally poorly prepared
- Every sales visit must have an objective which is clear and specific
- You must research the customer, the market, the people and the history of the relationship
- Ensure your online presence is compatible with your desired image
- Anticipate what the customer wants from the meeting, what he/she will do and say and how you should respond
- Have an agenda for the meeting either written down or clearly in your mind
- Plan the way you will open the meeting
- Plan the questions you want to ask and the way to ask them
- Plan how you will close the meeting
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