



Face to Face Selling Skills – Module 5

Starting the sales meeting

Key Points Summary

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

- The first impression is made within the initial seconds of the meeting
- It takes a relatively long time to change the first impression
- Buying decisions can be made before the formal process is over
- Buying is heavily influenced by emotion and feeling
- What you wear has an important impact
- Non-verbal communication is very important
- Smiling is important
- You must find topics of mutual interest
- You must take a genuine interest in the other person
- You must talk in the other person's 'language'
- You should know the importance of rapport building chat
- Know how to move from the initial chat to the meeting proper
- Know how you will start the meeting
- Ensure you understand the other person's objective
- Ensure you agree the format and agenda