



APRIL 27-30

Lesson 8

TOPIC: SELLING PRINCIPLE (PART 1)

SCOPE

- Task of a Sales Professional
- Identifying Key Accounts
- Database Management and Maintenance
- Stages in the Sales Process

SELLING – sales is an integral part of tourism promotion. Sales professionals make tourism products and services available to customers.

Personal selling can be defined as the person-to-person communication between a sales person and a prospective customer in which the needs are met in exchange for money or resources.

Task of Sales Professionals

Kotler (2010) outlines the primary tasks sales professionals perform for their companies as:

1. **Prospecting** – The sales professional is tasked to look into potential customers or “prospect”.
2. **Targeting** – Sales professionals need to determine who to tap among a list of prospects given the available resources.
3. **Communicating** – Sales personnel need to find ways and means to keep in touch with clients.
4. **Selling** – Sales personnel are trained to do product presentations, negotiations, overcoming objections, and closing the sale.
5. **Servicing** – Sales persons should help clients solve problems and render technical or expert assistance.
6. **Information Gathering** – Sales representatives gather intelligence information such as what the competition is doing or what the company’s needs are.
7. **Allocating** – Sales people assist in deciding which clients to prioritize based on the past and future business engagements when there is shortage of inventory.

IDENTIFYING KEY ACCOUNTS (Customer)

One of the major challenges a sales person has is looking for customers.

Some sources of customers include:

- Internet
- The telephone directory
- Referrals from other customers
- Friends of friends
- Past customers
- Inquiries

PRIMARY ACCOUNTS

- Clients who provide a big portion of the business on a regular and sustained basis. The kind of clients a company cannot afford to lose. It is a type of accounts for whom sales professionals devote 80% of their time and resources.

SECONDARY ACCOUNTS

- Clients who provide substantial sales revenue occasionally, and may have potential for growth in the future because their business is growing and they will transfer their purchases from a competitor to the company.

MARGINAL ACCOUNTS

- Clients who provide nominal business.
- Clients who purchase once in a while; not be significant but still better than none.

DATABASE MANAGEMENT

- Maintaining an active list of prospects, existing clients, and previous clients is important in the selling process. This is called a database. Databases can be maintained and managed.
 - a. *Electronically* through a client database management program or through computer programs such as Microsoft Excel, or
 - b. *Manually* through a phonebook directory or index cards.

STAGES OF SALES PROCESS

1. Prospecting and qualifying prospects
2. Pre- Approach
3. Approach
4. Presentation and Demonstration
5. Negotiation and Overcoming Objections
6. Closing the Sale
7. Follow-up and Maintenance

TO DO LIST:

Set A

Directions: Answer the following questions. Write all your answers in **LONG BOND PAPER**.

1. What are the tasks of sales professional?
2. What are the three types of accounts? Which one is the most important?
3. What are the stages of the sales process? Discuss Each.

Set B

Directions: Answer the following questions. Write all your answers in **LONG BOND PAPER**.

1. What are the tasks that sales professionals need to perform? Why are they important?
2. If you are selling tour packages, who would be your prospective key accounts? Why?
3. How do you maintain an active database?
4. Describe the stages of the sales process as it happens in the tourism industry using an example of a tourism product or service.

Set C

Case Study:

- *The clients have given orders and the agent has placed the orders to the marketing. The agent returns to the place of the client and inform them of the products and best seller items. Intrigued and encouraged to try the recommended product, the guests changed their minds and cancelled their earlier order.*

Explain: WHAT WENT WRONG?

FORMAT

Font Style: Calibri (Body)

Font Size: 12

Letter: Justify

Spacing: 1.5

Paper: A4 Size