



MAY 11-15

TOPIC: **SELLING PRINCIPLE (PART 2)**

SCOPE

- Presenting a Sales Proposal
- Presentation Skills
- Negotiation Skills and Overcoming Objections
- Closing the Sales Skills

*Preparing The Sales Proposal* – a sales proposal is a formal business letter prepared by the sales agent, which outlines the benefits and highlights of the product or service being offered. It includes a brief background of the company offering the products or services, and the needs of the company that will be achieved because of the product.

WAYS TO SUBMIT A PROPOSAL LETTER

1. Personal Letter
2. Delivered by Messenger
3. Delivered by Courier
4. Email
5. Fax

PRESENTATION SKILLS

- Sales presentation skills display a sales agent's confidence in the product or service He is selling and confidence in himself. Sales presentations are not about selling a product and its benefits. It is about selling the benefits of buying the products.
1. Presentation Language – In order to create a big impact on your presentation, take extra concern on the language you use in communicate to your audience.
  2. Body Language and Gestures – Positive and persuasive body language can aid your oral presentation in engaging your audience.
  3. Presentation Materials – Your presentation materials are meant to be a visual aid. It is meant to assist you in bringing forth your message to the client.

NEGOTIATION SKILLS

- McNeil and Crotts (2006) discussed five common types of concern that a salesperson can expect from potential customers.
1. **Need** – The customer does not see the need to purchase your product.
  2. **Product or Service** – The customer may be unfamiliar with the product or service you are offering.
  3. **Source** – The customer has been getting the product or service from someone else and is not open to the option of changing suppliers
  4. **Time** – The customer delays making the decision to have time to think it over or perhaps so as not to have to directly say “no”
  5. **Price** – The customer finds the price of the product or service beyond his budget.

CLOSING THE SALE SKILLS

- This is one of the most important but most difficult stages of the selling process. Some sales people make a good presentation but walk away without closing the sale because they were too afraid to ask for it.

*Helpful tips include:*

1. Be sensitive to body language.
2. Clarify some doubts they may have.
3. Ask question leading to closing the sale.
4. Know when to ask for the sale.

## RELATIONSHIP MARKETING

### *Customers Lifetime Value*

- In relationship marketing, market hold on to a customer's lifetime value. Dis-satisfaction may lead to a customer not wanting to purchase from the company again or worse, spread negative word of mouth about the company to discourage others from buying.

### *Levels of Relationships with Customers*

- To further understand how relationships may develop between tourism providers and their clients, let us discuss the 5 levels of relationships (Kotler et. Al. 2010)
1. **Basic** – the basic level; involves selling a product to a customer without any follow up after the sale.\
  2. **Reactive** – this level involves selling a product and encouraging the customer to call when he has concerns or questions.
  3. **Accountable** – this level moves on to seeking out the customers to solicit customer feedback as the representative gets in touch during and after the purchase.
  4. **Proactive** – this level seeks out customers in a more relational manner wherein the salesperson phones customer from time to time to update on product innovations in the prospect of future sales.
  5. **Partnership** – this level seeks out a continuous and constant relationship with its customers to discover ways to deliver better value and service.

### EXERCISES:

Set A

Instruction: Make your own "Business Proposal Regarding on Travel/Tour Packages" that you want to offer in the near future.

### FORMAT

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Letter: Justify  
Spacing: 1.5  
Paper: A4 Size

Set B

Instructions: *Create a power point presentation connected with your business proposal that you have prepared.*

Set C

### ACTIVITY

Directions: Make your best approach to this scenario below. Write all your explanation in **LONG BOND PAPER**. (Same format with business proposal)

"You have made an excellent product presentation and everyone was impressed by it except the boss. The Boss says that the product is useful but that it seems to be beyond the budget that the company can afford. As the salesperson, how can you overcome this objection and close the sale?"

Set D

Directions: Identify the item referred to by the statement.

1. This is a formal business letter prepared by sales agent to present of a product or service.
2. These are the gestures and movements that aide one's oral presentation.
3. These are photos, charts, diagrams, and videos that serve as visual aids.
4. It is the most important sales activity but also one of the most difficult.
5. Overcoming objections and clarifying concerns are part of this stage.
6. The level of relationships with customers really matters in this kind of industry.

## FORMAT

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