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Business to Business Sales
E19_ 94432_ _CN3

L'ENVIE DE LUXE PART 3

Presented to Anne-Marie Lavigne

LaSalle College
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NAME _____ Kyndall Reinson _____

1.

Four elements of your three-hour presentation schedule
The first element would be addressing the value of the product to the client and discussing the price-quality ratio and discounts offered. Sales tools would be provided in this stage such as graphs that demonstrate the success of other retailers and their profit margins from our products.
Next topic is the quality of our products. Another sales tool would be provided of the swatch book to give the client an example of how the materials feel/look and a detailed inscription of the materials used.
Services are to be discussed next, how closely we will work them, what we can provide, shipment matters, etc.
The last element is appealing to the fashion aspect. In this step I will have trend reports available highlighting what is popular from designers, fashion runway shows and celebrities.

(LaSalle, 2019).

2.

Five valuable lessons from past negotiations
Being unprepared is a common dissatisfaction from buyers. About 40% of buyers believe presentations are not presented well. (LaSalle, 2019). Ensuring I have my proper sales tools, keeping up to date on product knowledge and foreseeing any possible questions the client may have.
Around 35% of buyers find sales reps favorable (Bullard, 2017). To ensure I am in that bracket I will not be aggressive, but assertive and ensure to address any client dissatisfaction.
Failed negotiations occur and in those instances you need to evaluate your mistakes, the preparation, the presentation and the execution of the negotiation. Then look for ways to improve and seek out advice as well. (LaSalle, 2019).
Usually 90% of the time the sales rep only needs to convince 1 person from the buying team to purchase their product (Bullard, 2017). To persuade the right buyer you need to read verbal and non-verbal cues, offer solutions and ask about their needs. (LaSalle, 2019).
Taking care of your client such as being available to them, 35%- 50% of sales go to the suppliers who respond/get back to the buyer first. (Spotio, 2019). As well as knowing your client on a personal level, providing knowledge and information they need, handling orders correctly and following through with what you tell them. No making promises you can't keep. (LaSalle, 2019).

3.

Five elements of your after-sales service to your clients
Ensuring the client, they made the right decision and thanking them letting them know we will be in touch.
Following up with the client through email or phone stating the reason for calling and ensuring they are satisfied and received all their products. If they have any questions and let them know I'm available for future transactions.
Developing a spreadsheet to be shared with clients of follow-up activities, shipment and deliveries and deadlines.
Checking in on orders with production department to ensure orders are being filled on time and correctly.
Working on future business with the client by staying in touch on social media and sending birthday wishes.

(LaSalle, 2019).

4.

Sales team training subject: Negotiating with assertiveness.
Three main tenets of your training
First start off with role playing to see how the sales rep handles certain situations than switch roles.
Ask the seller if there are any solutions they can think of to improve.
Follow up after a few weeks to review results and see if anything needs to be adjusted.
The training is important to improve the sellers results which can improve by 20%. (Spotio, 2019).

(LaSalle, 2019).

5.

Four things you did well in this sale	Four things you need to change or improve for future sales
Was informative about prices, product and benefits.	Doing more research on the buyer and the company.
Providing excellent customer service and a win-win negotiation.	Have an extra copy of sales reports to let the buyer keep.
Followed through with promises and deliveries on time.	Have the client come to a show room so they can see in person about the product.
Following up with after service sales to ensure the clients satisfaction.	Asking the client for referrals.

6. Five different bibliographical sources

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