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Business to Business Sales
E19_ 94132__BA3

L' ENVIE DE LUXE

Presented to Anne-Marie Lavigne

Lasalle College
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NAME _____ Kyndall Reinson _____

1.

Four personal characteristics, abilities, specific knowledge that demonstrate your excellence in sales	Example of how each will serve you as a seller
Soft skills	This will build trust, communication and better negotiation terms with clients
Organized	Building the clients confidence with me as there will always be samples provided, documents and statistics for the clients to go over
Independent	Self motivated and can adapt to any situations, find resources and being efficient
Knowledgeable	Knowing what's trendiest for the season and following fashion icons and blogs to be able to please our clients

2.

Name of the company you work for: Manufacturer or wholesaler? L' Envie de Luxe: Manufacturer
How long you have been working at this company? 8 years
How many people are in your sales team? 12
Two of your successes at the company: A prospecting client was unsure about doing business with our company and agreed to meet. Once we had a sit down and were able to talk face to face, I was able to show them what we did, how we did it and how happy we made our other clients. I did this by having a portfolio prepared that included samples of our products, statistics of how the retail stores did after buying with us and letting them know about myself deeper than the introduction phase and about the team I work with. I ensured them we would work closely together, and they would be a priority. That in turn got the prospect to start opening up to me. The more we talked and got to know each other on a personal level they agreed to do business with us and followed up with negotiations through email the next day. I had a current client that wasn't repurchasing with us which made me inquire if this account was starting to go dead on us. I called our clients and started with small talk asking how they have been. I asked them where they have been and if they were still pleased with our services. They replied they were looking around because they wanted more than we were providing. So, I ensured our clients we could tailor our garments to exactly how they want, and we can re talk negotiations. I invited them to lunch and payed to show them how important they still were to us. After discussing business and assuring we were able to please their needs they agreed to stay on board with us and ended up making a huge purchase from us shortly after reviewing our samples.
The elevator pitch for one of your product lines: We offer the best of both worlds. We deliver high end quality products made from materials that are completely eco friendly. Your clientele can have the luxury without the guilt. Our clothing line has beautiful colours and unique cuts that keeps your store high in demand. We have plenty of variety in styles that are always trendy and offer classic tastes as well, because of this our clients have seen their sales increase by 30% over the course of the year with the numbers continuously rising.

3.

Target clientele: Name of company 1 La Senza	Target clientele: Name of company 2 Aritzia
Address of head office 3 Limited Pkwy, Columbus OH 43230, USA	Address of head office 611 Alexander St 118, Vancouver BC V6A 1E1, Canada
Target clientele: Name of company 3 Dynamite	Target clientele: Name of company 4 Le Chateau
Address of head office 5540 Ferrier St Mount Royal, QC H4P 1M2	Address of head office 105 Marcel- Laurent, Quebec H4N 2M3

4.

Two things you will do to find new accounts	Two things you will do to revive old/dead accounts	Two things you will do to keep your current repeat customers
Networking	Offer incentives to address their needs	After sales service
Reaching out to potential prospects through email/letters/phone	Ask why they haven't been buying from us and find a solution to benefit both parties	Research on clients, product, trends and competition

5. Three forms of social media: __Facebook, Instagram, LinkedIn_____

Three examples of how your competitors (other apparel businesses) use this form of social media: 1. Promote their products and discounts on social media 2. Leave a link directed to their website 3. Uses keywords to keep them relevant on the search engine
How you use and what you publish on this social media: These accounts direct prospecting clients to our website and have brief introductions about us and our products. We use visual tactics in using pictures and videos to show our finished products as well as the manufacturer and employees How do you present your information: We organize the information neatly and cohesively putting our mission statements in the bios as well as the link. We describe the product and materials used in the pictures, as well talk about the benefits with purchasing from us (sales increase, discounts, happy clients)
How often do you update/change it: Update frequently with the new product designs and materials about 4 times a year but a whole redesign of the website every 2-4 years and updating keywords for the search engine
Two ways you convince prospective clients to consult your social media and engage them: 1. Adding/ following prospective clients with these accounts/ liking their accounts 2. Implementing Facebook Offers: Promotions are posted in newsfeed, use the "hyper-target" function which focuses in on clients who will have interest, once the ad has been clicked on it sends an email to the prospect with link to the website and our contact info

6. Five different bibliographical sources

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