



BRENTWOOD
OPEN LEARNING COLLEGE

Assignment Cover Sheet

Student Name:	Vadims Afanasjevs
Student Number:	22604
Course:	Selling Smarter Course
Assignment NO:	1

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

Q: 1: Short Questions

I. Describe customer-focused selling.

Customer-focused selling (AKA Consultative Selling) is a technique used in the early stages of interaction with a client in order to build trust and credibility for future sales.

Customer-focused selling is about selling from the client's perspective and is described as a "complex process that requires attention and practice" as well as it being like a game of chess, "the rules are not that difficult, but you need to repeatedly play the game to become skilled."

II. How is reverse networking an effective technique with sales and marketing professionals?

Traditional networking is when you try to associate yourself with clients whom desire your services; however, reverse networking entails you recommending clients who don't particularly need your services to other vendors which suits their needs. The benefit to this is that either parties or somebody else they know who do desire your goods will be sent to you instead of others.

III. How would you build good relationships with clients?

How you present yourself and your appearance are important as this assists in building trust and credibility with your clients. Try to keep yourself looking neat and clean as possible (Well-groomed hair, clean, trimmed fingernails, polished shoes and ironed clothes) well as being respectful and attentive to their needs.

Multiple successful transactions and meetings also reinforce your relationship with them.

IV. What is a Unique Selling Point (USP)?

A unique selling point is what makes your company; product and/or service stand out from the competition. You must be brief and straight to the point as today's consumers are bombarded with information and they will generally quickly scan through your proposals.

V. How would you dress appropriately for every business occasion?

Formal business attire is tailored, conservative clothing.

For men: Formal suit, dress shirt, dress shoes, tie. Sometimes dressy slacks and sport coat are acceptable alternatives for a business suit. Often a shirt without an outer garment is acceptable.

For women: business suit with skirt, blazer, blouse, dress shoes. Pants are also acceptable. A conservative dress may be substituted for a suit.

Q: 2: Discuss the basic steps of the sales cycle.

The basic steps of the 'Sales Cycle' are as follows:

Initiation: Finding new opportunities to establish relations with new clients, these interactions can evolve into many things.

Build: Convert those interactions into partnerships by building trust and credibility.

Manage: Keeping a close eye on your client's needs and offering solutions to their issues, getting their consent to buy.

Optimize: Grow your interactions with clients into partnerships by garnering consistent results, this is the time to set up a longer-term relationship through business building, referrals and additional problem solving.

Q: 3: What is SPIRIT? How does it help in setting goals?

Good goals should be founded with S.P.I.R.I.T. in mind.

Specific: Being specific about what you do or not want to achieve, for example "Sell more this term" is rather vague, however, "Sell 10% more this term" is more specific and an actual goal.

Prizes: These are little treats for reaching a goal and giving you motivation to carry on and strive for the next. For example, you're cleaning your house, take a little break for every room you clean.

Individual: These goals should be something you want to achieve, if somebody wishes for you to quit smoking, but you are not willing, this will be a difficult challenge.

Review: Look back on your progress from time to time, understand if you are heading in the right direction and if you are making sufficient progress.

Inspiring: Maintain a positive image of your goal, make yourself want to achieve it.

Time-Bound: Deadlines for goals are a good way of making progress, if you wanted to you could split it up into smaller segments and have shorter deadlines for each smaller segment.

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature	Vadims Afanasjevs	Date	24/07/18
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	