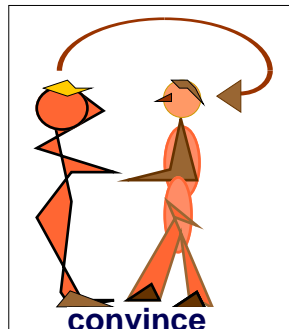
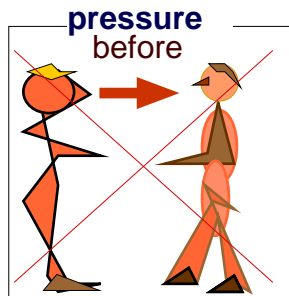


selling nowadays

Selling is positively a partnership from which both parties will take large benefits in the long run.



nowadays

**just try to put on
"his" shoes**

Selling does not mean trapping or even pushing the customer but:

First phase

trying to better know his **NEEDS, DESIRES and MEANS**

Focus Define **WHO** will need and desire buying

Go toward the potential customer, be polite, smile and propose your expertise.

(Be also fast, efficient and respectful)

Receive traditional sources and new computerized sources (files, promotions, contacts, sellers' feedback)

second phase

Listening

It is essential. You must know what the prospect looks for in terms of his exigency hierarchy, quality, requirements and product use. Ask and translate based on your own expertise knowledge of existing products. You should propose a range of products and services compatible with the customer's criteria. Compare the supply. Present the products with objectivity, using an adequate vocabulary based on the customer's knowledge of the products.

third phase :

Convince

Advise, explain, inform, train, answer all of the customer's questions, and readjust the supply to satisfy your customer.

phase four :

Conclude

Present the best product combination for this specific customer, using the additional services or products that can complete the customer's demand. It also includes the financing of the purchase, the availability, delivery, 24x7 help, after sale service of the product etc...

phase five :

Follow up

Consider the after sale as the next previous sale deal. Make sure that the customer is fully satisfied with his buy and finally propose some complementary services if needed.

Those phases characterize the new business : all members of the deal are partners, and a freely accepted agreement will lead to a long-term relationship and loyalty.