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Marketing Internship Module 6– Sales Plan p. 388

Essential Question – How do you prepare a sales team to sell a new product?

Internship Goal – to develop a sales plan for a sales team to sell a new product at a kiosk in a shopping mall

To Begin: 1. Visit fathead.com and think about vinyl wall graphics

2. Consider any competitors to Fathead.com

3. What other ways are vinyl wall graphics of any kind sold?

Scenario: The sports world has inspired products of all types for fans, from sports clothing and bobble head dolls to wall graphics of popular athletes and sports teams. For example Fathead vinyl wall graphics cost anywhere between $19.99 and $99.99 and are sold via the web and some retailers such as Target.

Your company has decided to market its own line of vinyl wall graphics. The products are made of high quality vinyl and cost about the same as Fathead. Your company has its own website but has decided to use personal selling at a kiosk in the mall as its distribution method.

Your Job: As the sales manager for this firm you are required to create a sales plan for this product and train employees on the sales process. Remember the components of approach, overcoming objections, and closing the sale. You will need to be sure that your sales team can handle any situation that may arise while selling this product.

1. Your sales force must be well trained. The first step is to make sure they understand the product and its FABS. Discuss some selling points that set your product apart. Discuss as if you are training your sales staff to sell the product.

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1. What advice will you give your sales team for qualifying the customers (include understanding needs/questioning)?

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1. What are your plans for presenting the product to the customer (choose a specific method as discussed in chapter 14) and why do you think this is the best method?

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1. What are some possible objections customers may have about this product? How are you going to train the sales team to overcome these objections?

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| --- | --- | --- | --- |
| Objection | Objection Category | Overcoming Objection Method | Sample statement from sales person to overcome that objection |
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1. Discuss closing methods with your sales team. What advice and training will you give them about closing the sale of this specific product?

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| --- | --- |
| Closing Tactic | Sample statement from sales person to close the sale of this specific product |
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1. After the sale what are your expectations as far as customer service, suggestion selling, relationship selling, from your sales force? How will you track this? Are there any incentives?

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