

School of Business

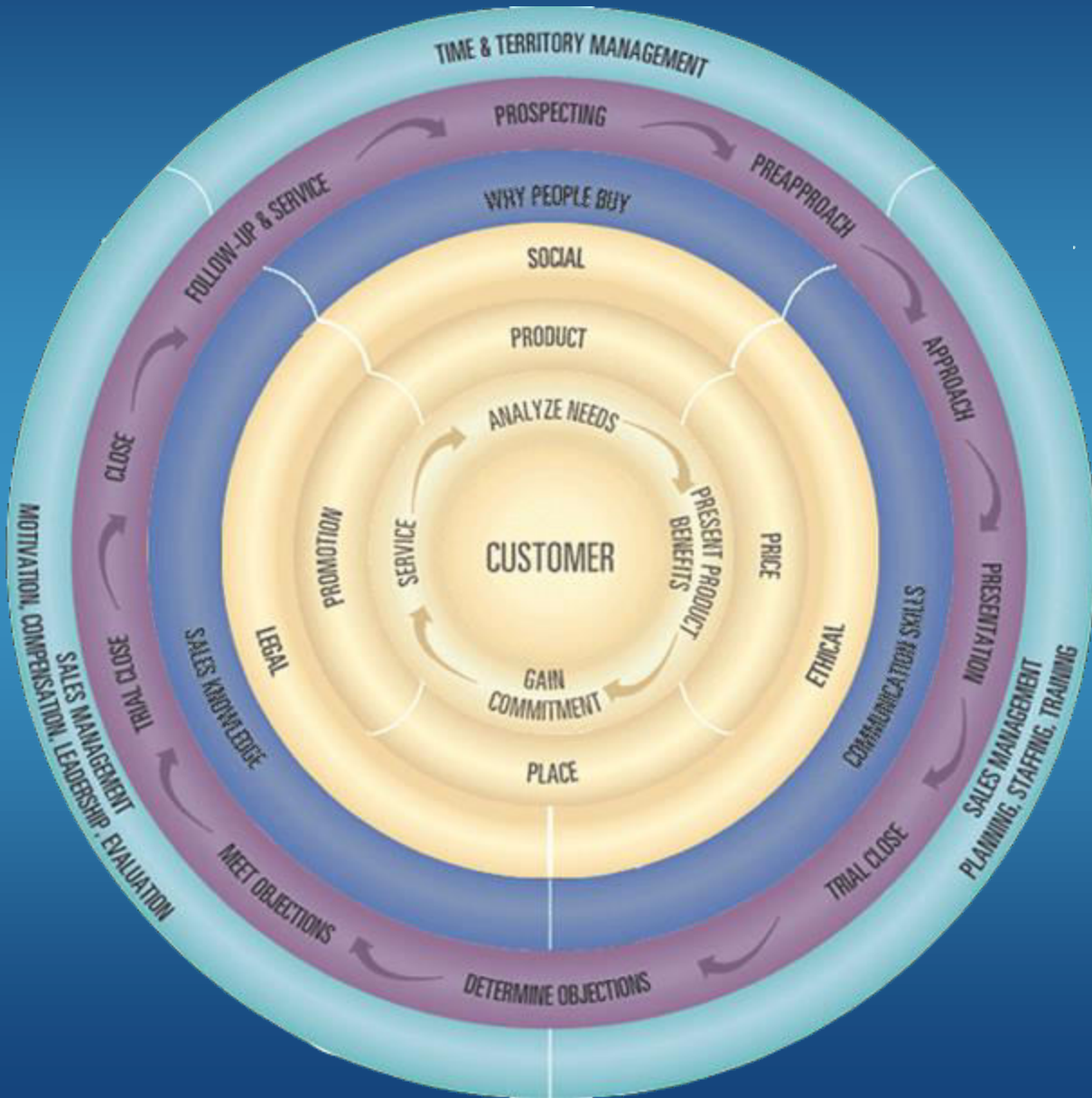
Course Code : SOBO1001

Course Name: Hospitality Services Sales & Marketing

Selling as a Career

Reference:

1	Marketing Management: Concept and Cases-Dr. Raj Kumar and Nidhi Goel. Published by UDH Books
2	A textbook of Tourism and Hospitality Management –KCK Rakesh Kadam, VRK Shaifalee and VRK Chainickaa. Published by UDH Books
3	Hotel & Food Service Marketing- Francis Buttle
4	Marketing Hospitality, By Cathy H.C. Hsu and Tom Powers Published By Wiley
5	Hospitality Sales A Marketing Approach by Margaret Shaw Published By Wiley



Main Topics

What Is Selling?

Personal Selling Today

A New Definition of Personal Selling

The Golden Rule of Personal Selling

Everybody Sells!

What Salespeople Are Paid to Do

Why Choose a Sales Career?

Is a Sales Career Right for You?

Main Topics

Success in Selling—What Does It Take?

C—Characteristics for the Job Examined

Do Success Characteristics Describe You?

Sales Jobs Are Different

What Does a Professional Salesperson Do?

The Future for Salespeople

The Plan of This Textbook

Building Relationships through the Sales Process

How Do You View Salespeople?

- Some people have a negative view of salespeople.
- What is your view of salespeople?
- How many of you have a viewpoint that is
 - Positive?
 - Negative?
 - No opinion?
- How many of you are interested in a sales career?

What is Selling?

- Selling is just one of many marketing components
- Personal selling includes
 - Personal communication of information
 - Persuasion
 - Helping others
 - Goods
 - Services
 - Ideas



A New Definition of Personal Selling

- Personal Selling
 - Refers to the personal communications of information
 - To unselfishly persuade someone

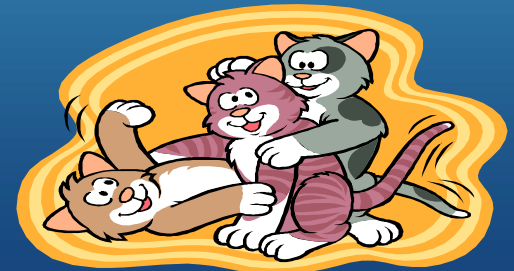
Think of Your Grandmother

- Would you treat her in a selfish manner?
- Would you sell her something just to make a sale?



The Golden Rule of Personal Selling

- Refers to the sales philosophy of unselfishly treating others as you would like to be treated
- Reciprocity is not expected
- Example - children whose cat had recently delivered a litter of kittens
 - Girl - “They love each other so much that they’re trying to keep each other warm”
 - Mother - “Actually they’re trying to keep themselves warm”



The Golden Rule of Personal Selling

- The Golden Rule is all about trying to keep somebody else warm, even if it means that we get cold in the process



Salesperson Differences

- Traditional Salesperson
 - Guided by self-interests
- Professional Salesperson
 - Takes care of customers
- Golden Rule Salesperson
 - Others interests most important



Exhibit 1.3

Traditional Salespeople

- Do what they think they can get away with.
- Guided by self-interests.
- Attribute results to personal efforts.
- Seek recognition for efforts; sharing not important. Pride and ego driven.
- Money is life's main motivator.

Professional Salespeople

- Do what they are legally required to do.
- Take care of customers.
- Attribute results to personal efforts, employer, customers, economy.
- Enjoy recognition; may share if it suits their purpose. Pride and ego driven.
- Money is important, but not to the customer's detriment.

Golden Rule Salespeople

- Do the right thing.
- Finds others' interests most important.
- Attribute results to others.
- Feel that an individual's performance is due to others; thus not motivated by pride and ego.
- Service is most important; money is to be shared.

Exhibit 1.3: Self & Customer Service Progress



Everybody Sells!

- Each of us develops communication techniques for trying to get our way in life
- You are involved in selling when you want someone to do something
- You use persuasion skills to persuade someone to act



What Salespeople are Paid to Do

- Salespeople are paid to sell – that is their job
- Performance goals are set for:
 - Themselves – In order to serve others and earn a living and keep their job
 - Their employers – So the companies will survive
 - Their customers – To fulfill needs and help organizations grow

How Do You Sell Someone and Remain Friends?

- ❑ Salespeople need to close sales and at the same time maintain a great relationship with their customers
- ❑ What does this require?
- ❑ This is what you will learn in this course

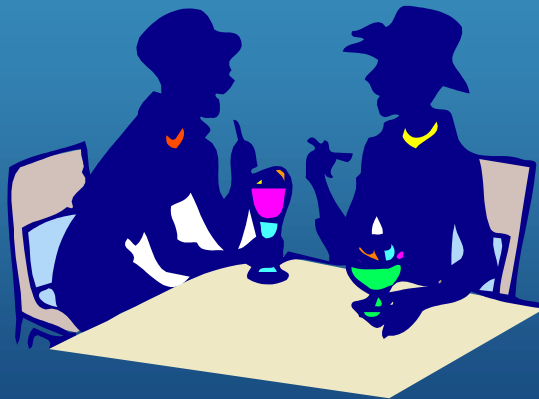


Exhibit 1.4: Major Reasons For Choosing A Sales Career

Service to others	Variety of sales jobs	Freedom	Challenge	Advancement	Rewards
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Service: Helping Others

- When asked what she will look for in a career after graduating from college, a student of your author's, Jackie Pastrano, said "I'd like to do something that helps other people."
- Service refers to making a contribution to the welfare of others
- Would you like to help others?

What are Examples of How Selling Can Help Others?

- What could a person be sold that would help the individual/family?
 - Car, gas, repairs
 - House
 - Insurance
 - Food
 - Medicine



What are Examples of How Selling Can Help Others?

- What could a business be sold that would help it produce and market goods and services?
 - Land to build a business
 - Building materials/construction of business
 - Furniture, equipment, supplies
 - Raw materials used in manufacturing

Types of Sales Jobs

- Retail
- Direct
- Wholesaler
- Manufacturer

Types of Sales Jobs

- Retail Selling

- A retail salesperson sells goods or services to consumers for their personal, non-business use

- Direct Selling

- Face to face sales to consumers, typically in their homes, who use the products for their non-business personal use

Types of Sales Jobs, cont...

- Selling for a Wholesaler
 - For resale
 - For use in producing other goods
 - For use within an organization
- Selling for a Manufacturer
 - Working for the firm who manufactures the product
 - Usually one of the most prestigious jobs to hold

Exhibit 1.6

- The complexity and difficulty of these seven sales job categories increase as they move left to right.

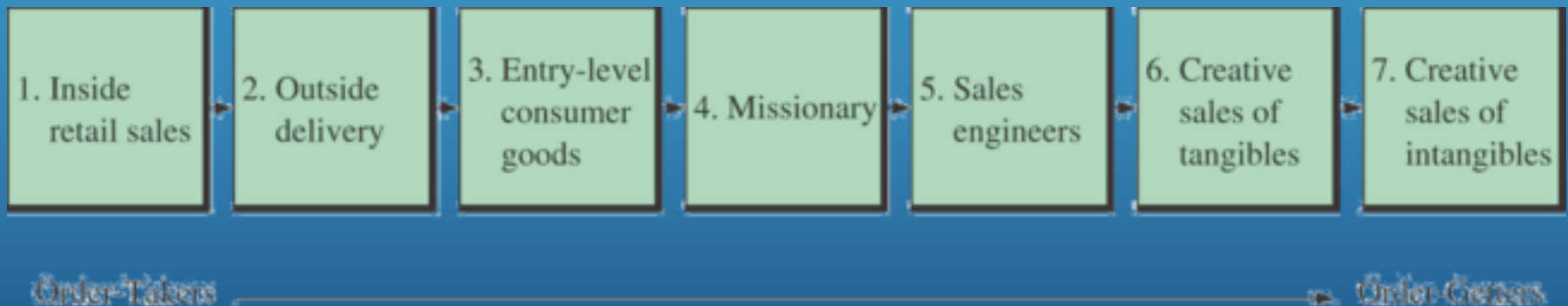
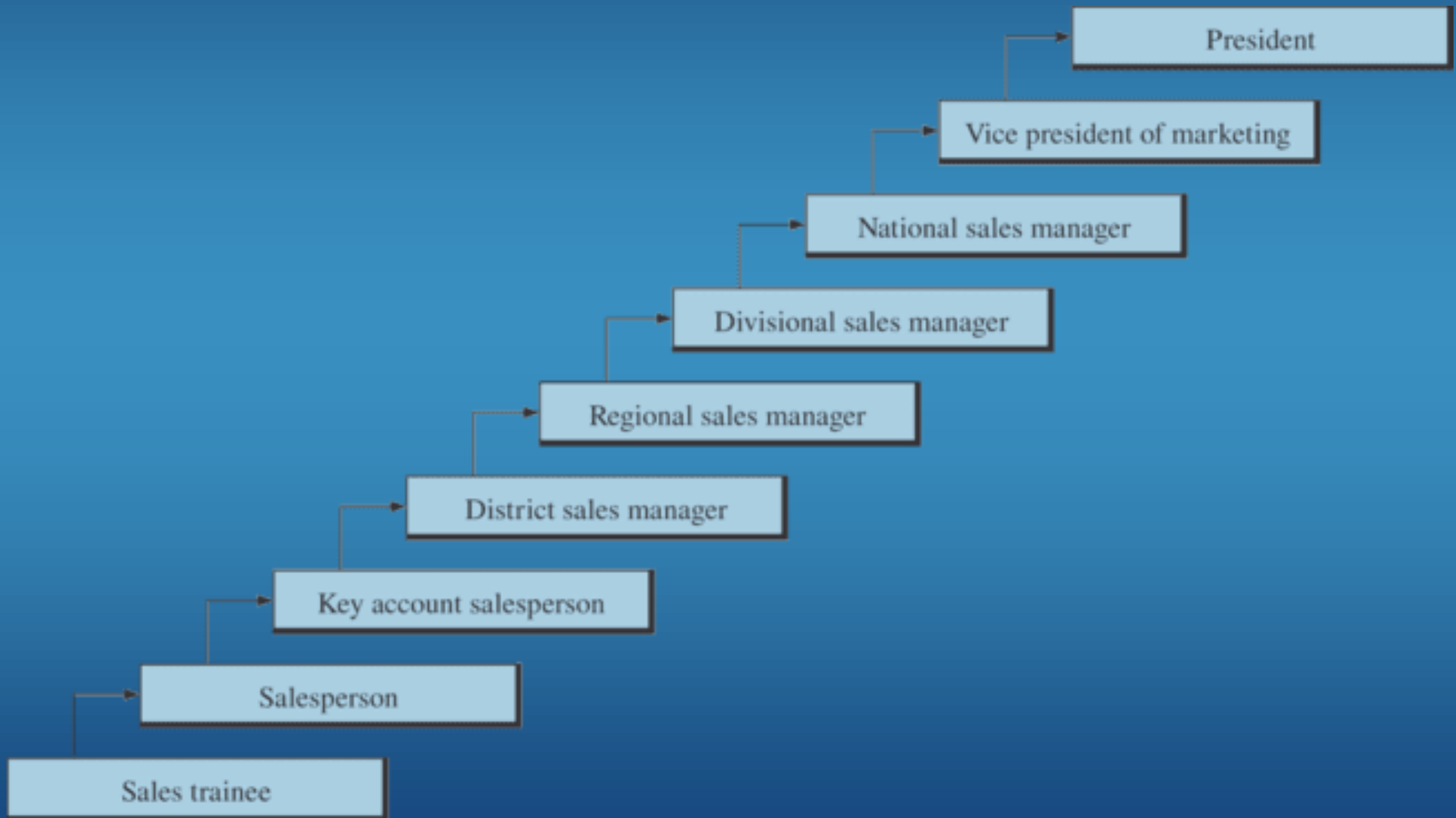


Exhibit 1.7: A Sales Personnel Career Path



Rewards

- Non-financial
 - Intrinsic reward of knowing you've skillfully delivered a sales presentation
 - Quick path to managing large amounts of responsibility
 - Quick path to managing others
- Financial
 - Higher average salary than that of other workers at the same level within the organization
 - Based upon performance, not tenure

Is a Sales Career Right for You?

- ❑ What are your past accomplishments?
- ❑ What are your goals?
- ❑ Do you want to have the responsibilities of a sales job?
- ❑ Do you mind travel? How much travel is acceptable?
- ❑ How much freedom do you want in a job?
- ❑ Do you have the personality characteristics to succeed?
- ❑ Are you willing to transfer to another city? Another state?

Exhibit 1.8: Success in Selling—What Does it Take? Love of Selling Is At Heart of Helping Others (Ssuccess)

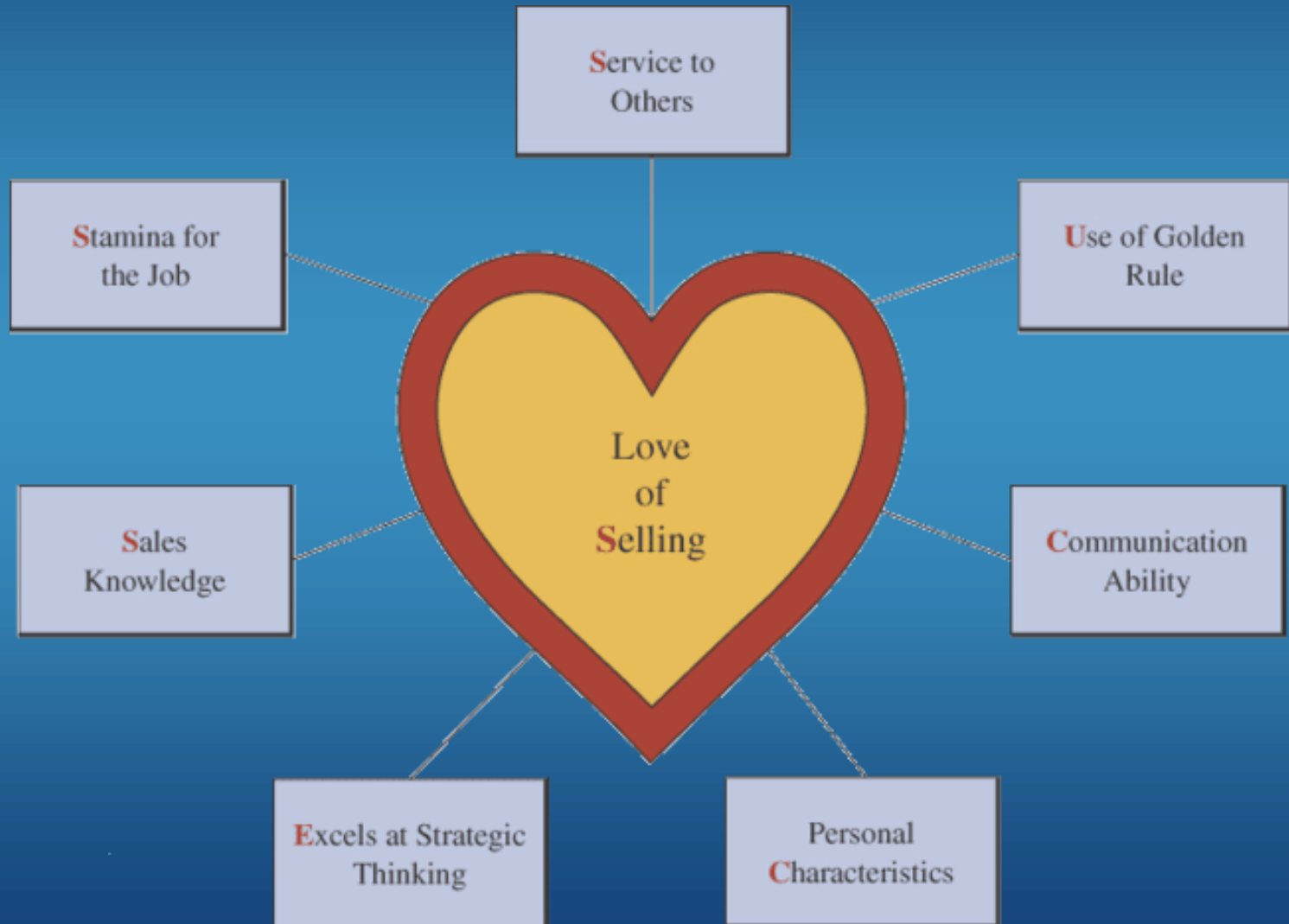


Exhibit 1.9

Aerobics

Aerobic exercise is any type of continuous, vigorous activity within your target heart rate zone (THR). To calculate your THR, use the following formula.

$$220 - \text{age} = \text{_____} \text{ Maximum heart rate (MHR)}$$

$$\text{MHR} \times .60 = \text{_____} \text{ Low end of aerobic zone}$$

$$\text{MHR} \times .85 = \text{_____} \text{ High end of aerobic zone}$$

Aerobic Activities

- Walking—treadmill or precor elliptical
- Running—treadmill
- Step aerobics
- Cycling
- Swimming

Nonaerobic Activities

- Golf
- Basketball
- Weight training
- Yoga

Strength Training

One set of 8 to 12 repetitions per exercise for each muscle group performed at least two days per week is recommended. All major muscle groups should be utilized starting with the larger groups and working down to the smaller groups. Muscle groups to be worked include legs, chest, back, arms, shoulders, and abdominals.

Flexibility

A static stretching regimen should be performed at least three days a week, with three to five repetitions of each stretch (held 30–60 seconds each) for all the major muscle groups. You can stretch while watching TV, right before you go to sleep at night, or in the morning right after you get up.⁹

Exhibit 1.10: Harry Potter and You Have Something in Common

- You both have the freedom to choose the type of person you want to be and thus how you will treat others.



Personal Characteristics Needed to Sell for Building Long-term Relationships



Exhibit 1.11: Personal Characteristics Needed to Sell for Building Long-term Relationships



Putting the Customer First Requires Salespeople to Have Personal Characteristics That Allow Them To:

- Care for the customer
- Take joy in their work
- Find harmony in the sales relationship
- Have patience in closing the sale
- Be kind to all people
- Have high moral ethics
- Be faithful to one's word
- Be fair in the sale
- Be self-controlled in emotions

How Would You Answer These Questions?

- ❑ Do these success characteristics describe you?
- ❑ Do you have all, or part, of them?
- ❑ Can you develop the missing ones?

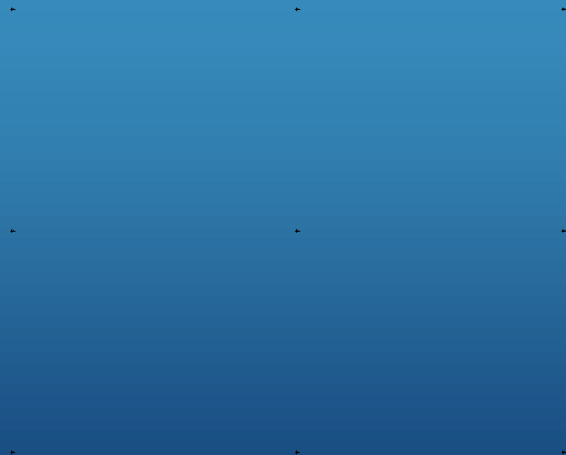
Once Again, Are You:

- ❑ Caring?
- ❑ Joyful?
- ❑ Able to get along with others?
- ❑ Patient?
- ❑ Kind?
- ❑ Ethical?
- ❑ Honest?
- ❑ Fair?
- ❑ Self-controlled?

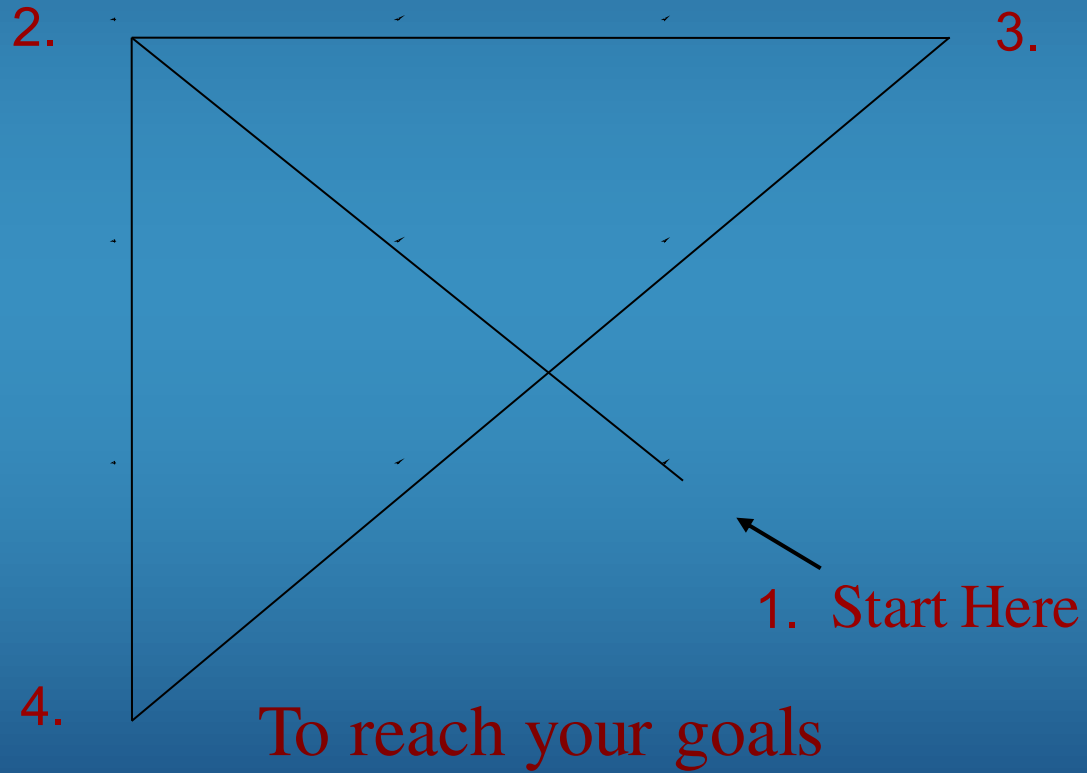


Connect the Dots

- The following puzzle illustrates how you can be held back from breaking through. The challenge is to connect all nine dots with four straight lines, without lifting your pencil from the paper. Try it!



Go Beyond the Limits!



We Often Do Not Reach Our Potential Because

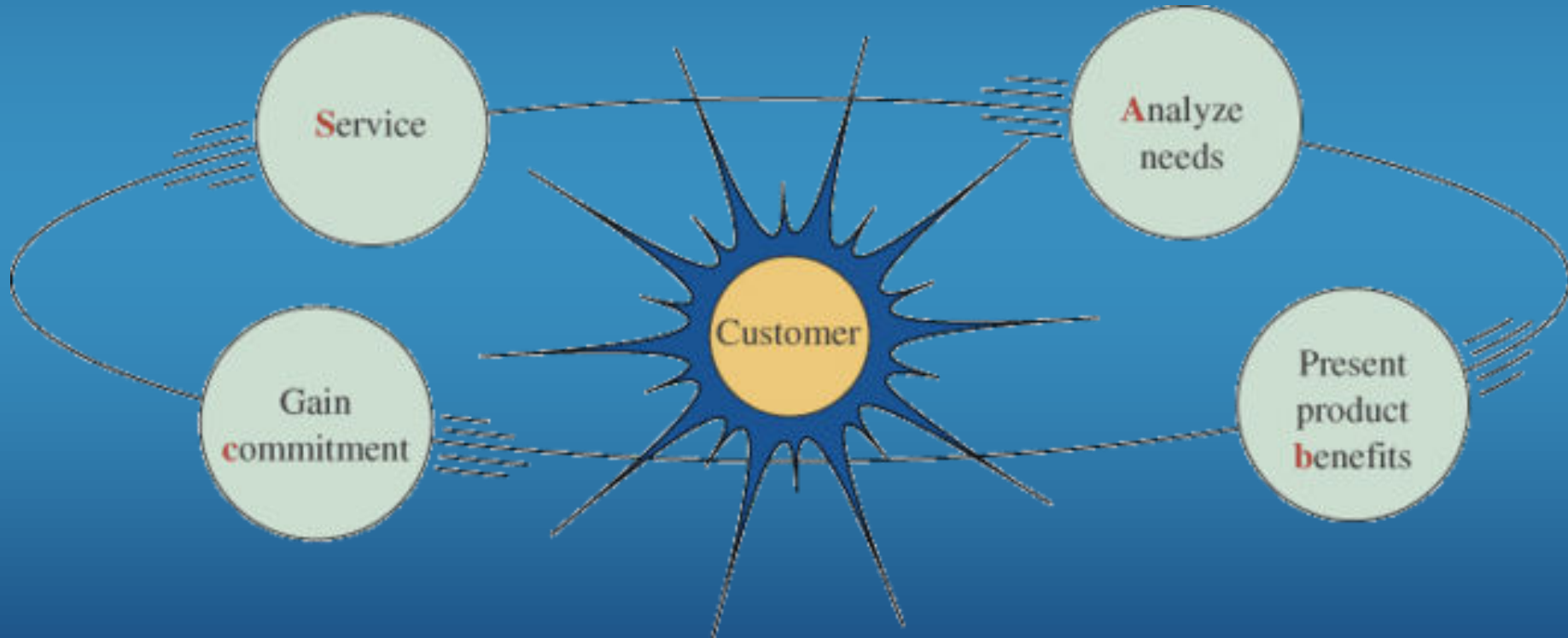
- We set our limits
- It is hard to breakaway from our old self

Relationship Selling

- ❑ Non-adversarial
- ❑ Non-manipulative
- ❑ Consultative
- ❑ Partnering
- ❑ Problem-solving
- ❑ Goal: long-term relationship



Exhibit 1.12: The Customer is at the Center of the Sales System: ABC's



What Are The ABC'S? Analyze, Benefits, Commitment, Service



What Are The ABC'S? Analyze, Benefits, Commitment, Service



What Are The ABC'S? Analyze, Benefits, Commitment, Service



What Are The ABC'S? Analyze, Benefits, Commitment, Service



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What Are The ABC'S? Analyze, Benefits, Commitment, Service



What Are The ABC'S? Analyze, Benefits, Commitment, Service



What Are The ABC'S? Analyze, Benefits, Commitment, Service



Sales Jobs Are Different

- Salespeople:
 - Represent their companies to the world
 - Work with little or no supervision
 - Require more people skills
 - Are often allowed to spend company funds
 - May require travel and being away from home

What Does a Salesperson Do?

- Creates new customers
- Sells more to present customers
- Builds long-term relationships
- Provides solutions to customer's problems
- Provides service to customers
- Helps customers resell products to their customers
- Helps customers use products after purchase
- Builds goodwill with customers
- Provides company with market information

The Future of Salespeople: Skills Required

- Learning conceptual skills
 - Example: planning
- Learning human skills
 - Example: working with customers
- Learning technical skills
 - Example: selling skills



Selling is Both an Art and a Science

- Selling takes practice, just like golf or tennis
- Selling is also a science because a growing body of knowledge and objective facts describe selling



Preparing for the 21st Century

- International and global selling
 - Cultural fluency
 - Language fluency
- Diversity of salespeople and customers
- Customer partnerships
- Ethical and professional behavior
- E-selling

The Plan of the Textbook

- The role of the sales force in the firm's marketing efforts
- The social, ethical, and legal issues in selling
- Why people and organizations buy what they do
- Verbal and nonverbal communications
- The importance of knowing your products and your competition's products
- An in-depth discussion of the selling process
- Self, time, and sales territory management
- Important functions of sales management

Building Relationships through the Sales Process

The sales process is a sequential series of actions:

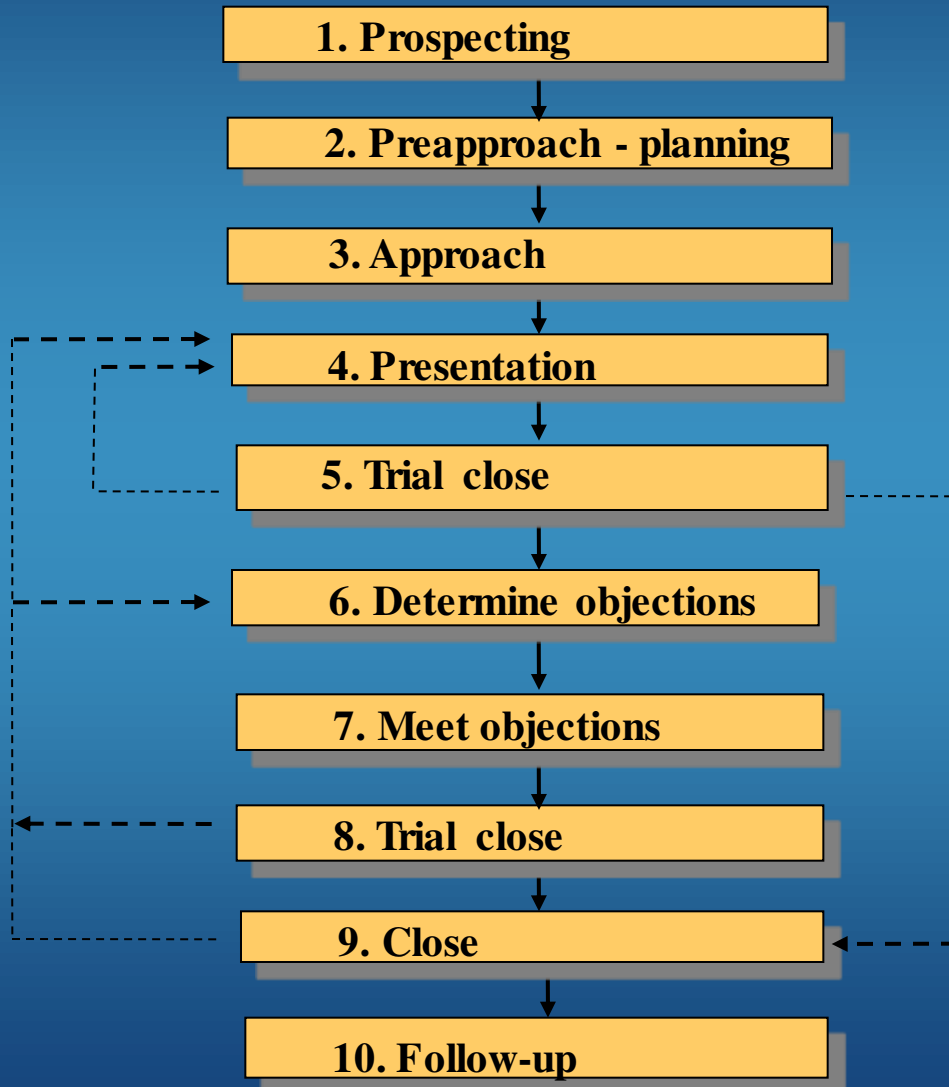
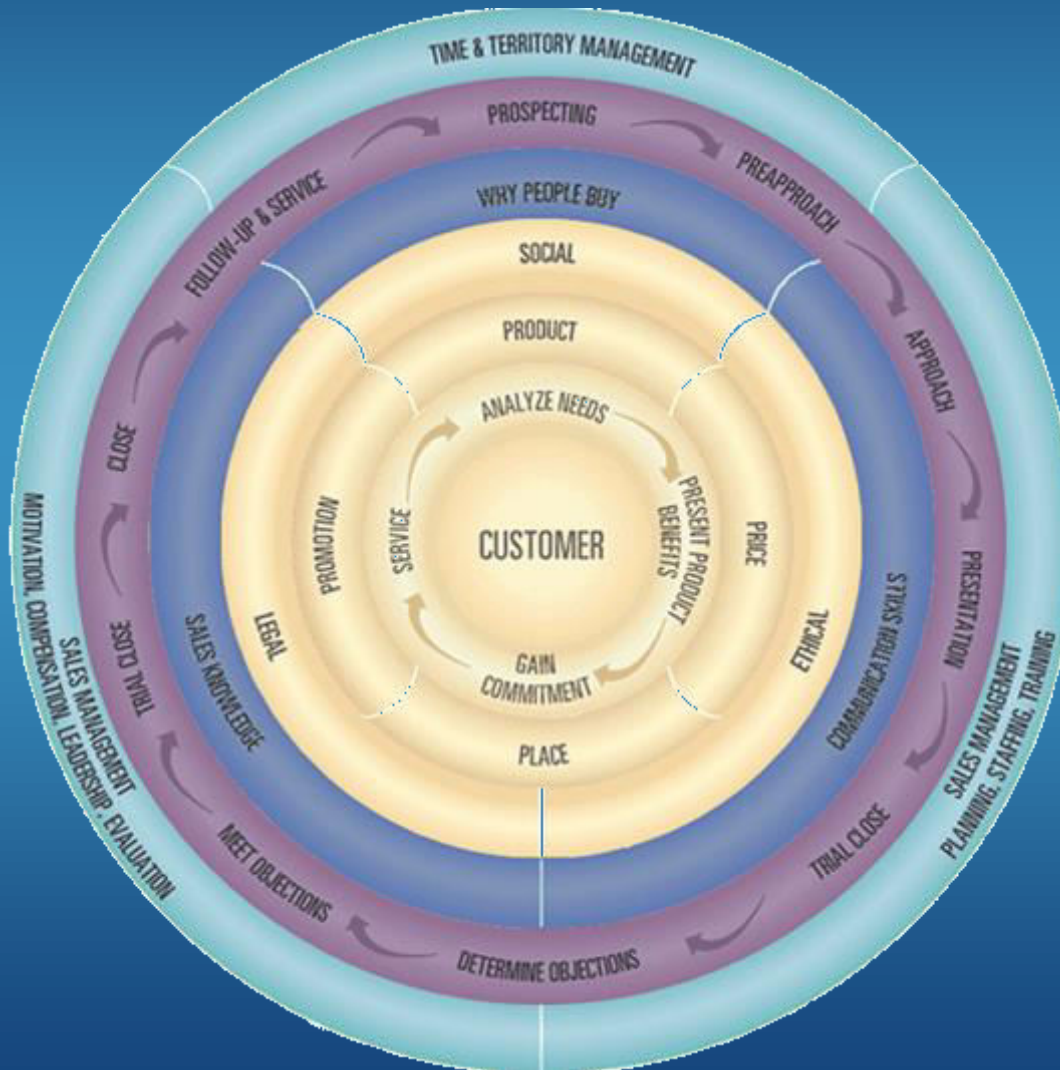


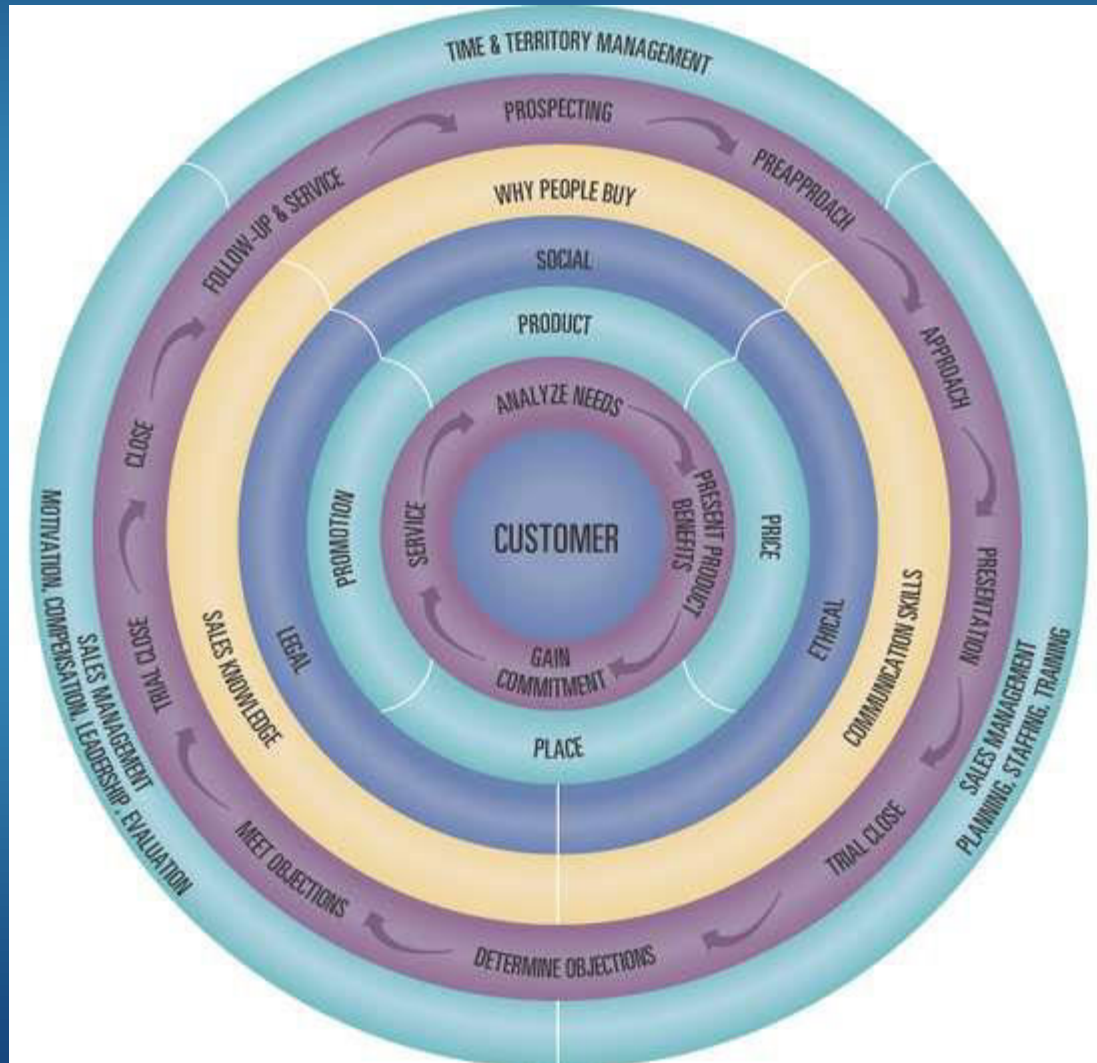
Exhibit 1-19: Ten Important Steps in the Customer Relationship Selling Process

1. **Prospecting.** Locating and qualifying prospects.
2. **Preapproach.** Obtaining interview. Planning: determining sales call objective, developing customer profile, customer benefit program, and sales presentation strategies.
3. **Approach.** Meeting prospect and beginning customized sales presentation.
4. **Presentation.** Further uncovering needs; relating product benefits to needs using demonstration, dramatization, visuals, and proof statements.
5. **Trial close.** Asking prospects' *opinions* during and after presentation.
6. **Objections.** Uncovering objections.
7. **Meet objections.** Satisfactorily answering objections.
8. **Trial close.** Asking prospect's *opinion* after overcoming each objection and immediately before the close.
9. **Close.** Bringing prospect to the logical conclusion to buy.
10. **Follow-up and service.** Serving customer after the sale.

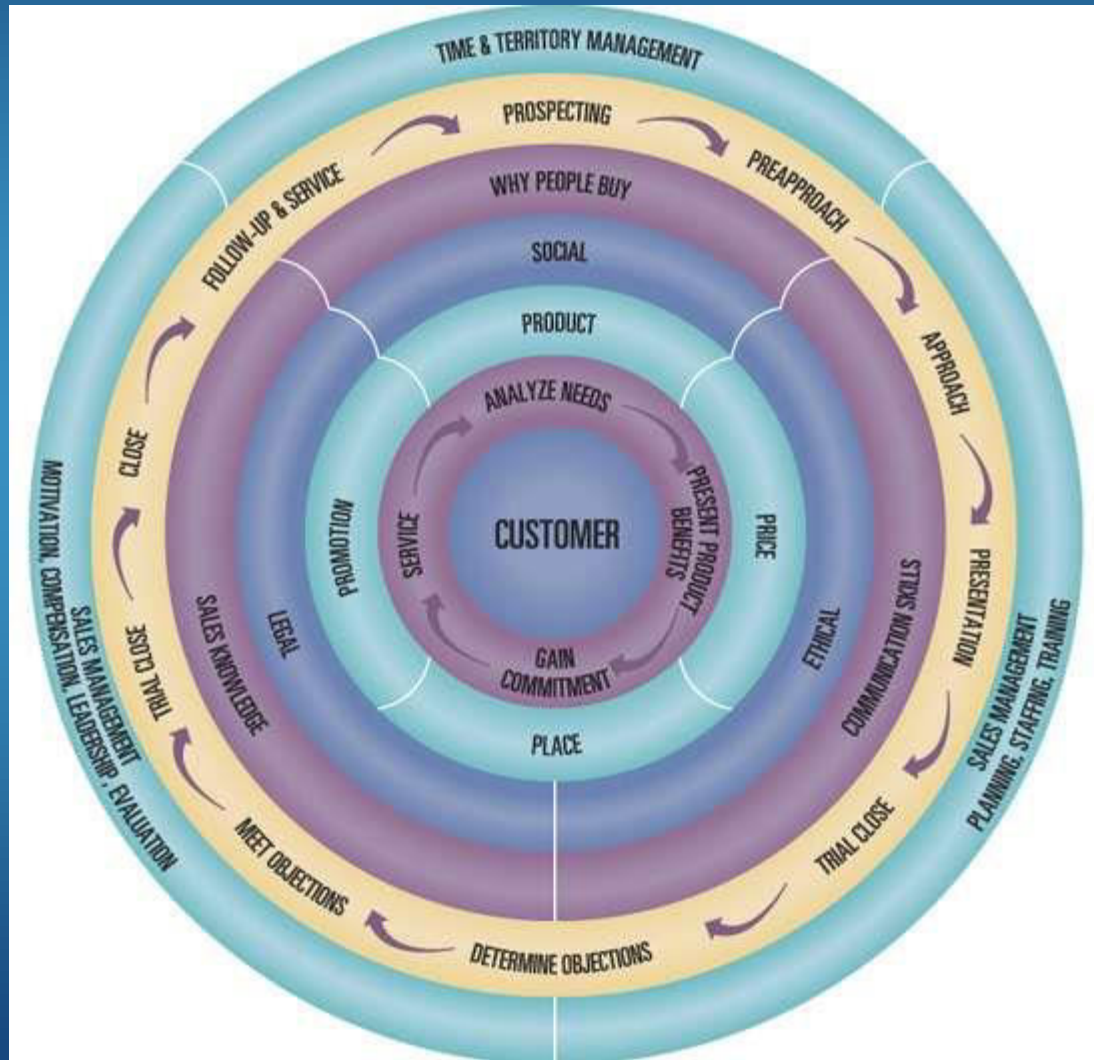
Part I: Chapters 1-3



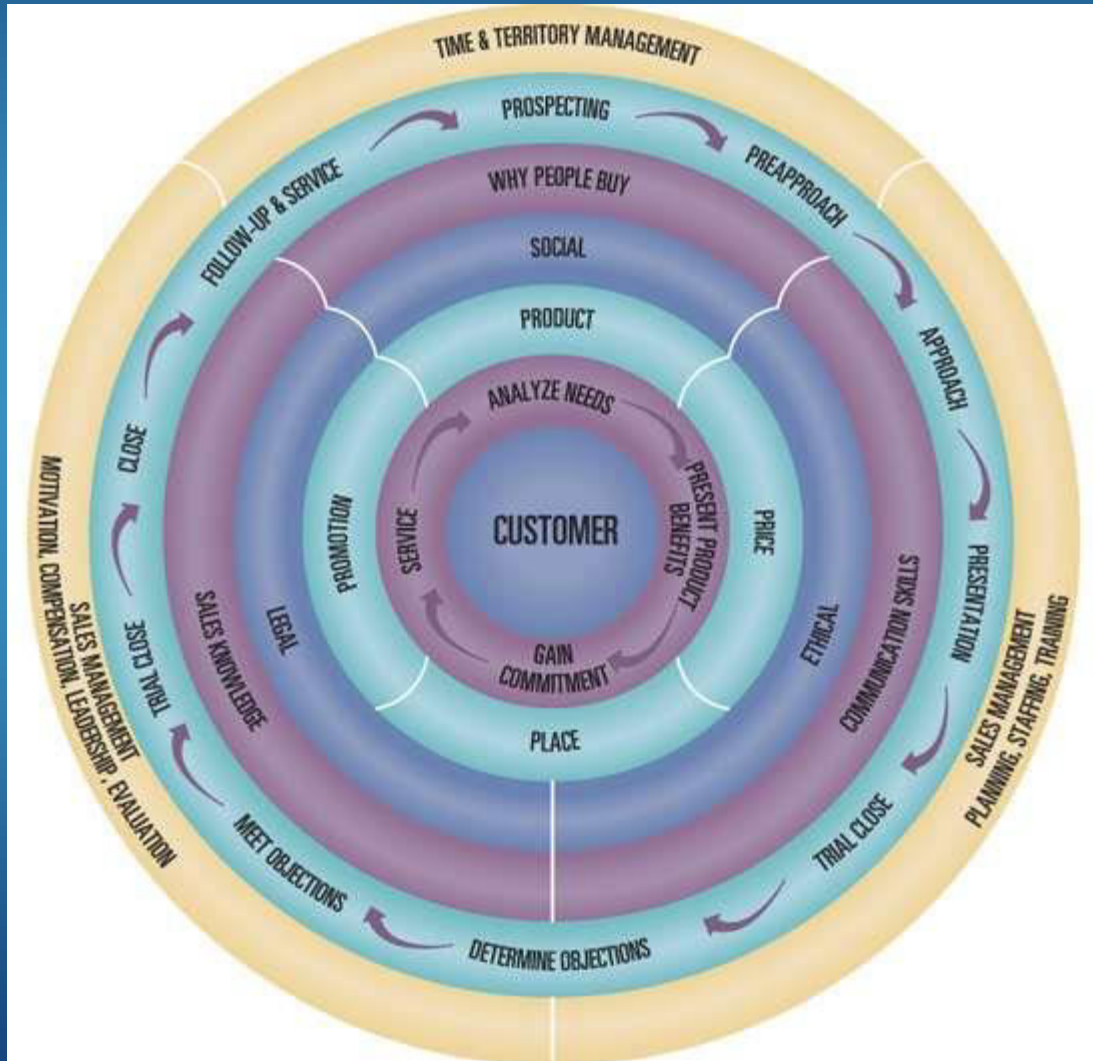
Part II: Chapters 4-6



Part III: Chapters 7-14



Part IV: Chapters 15-17



Summary

- Personal selling is an old and honorable profession
- Millions of people have chosen sales careers because of:
 - Job availability
 - Personal freedom
 - The challenge
 - Opportunities for success
 - Non-financial rewards
 - Financial rewards



Summary, cont...

- Success comes from:
 - Training
 - Applying knowledge
 - Developing skills
 - Working hard
 - Wanting to succeed
 - Maintaining a positive outlook
 - Effective time management
 - All to take care of the customer

