

**BUSINESS:** *Creating informed, discerning employees, consumers and future leaders*

## Topic 2.3.4 Sales Process

### Key Vocabulary

**Sales process** – the process of persuading a customer to buy the products

**Product knowledge**- how well staff know the features of the products and service issues, e.g. such as the precise terms of a warranty

**Customer engagement** – the attempt to make a customer feel part of something rather than an outsider

**Customer feedback** – comments, praise or criticisms given to the company by customers

**Post-sales service** – anything provided after you have paid for and received the product, e.g. updates, perhaps because something has gone wrong or a way of promoting customer engagement

### Core Knowledge

To succeed in the sales process the following need to be provided:

- Strong **product knowledge** and therefore helpful advice from staff
- Speedy and efficient service
- Customer **engagement**
- Responses to **customer feedback**
- Excellent **post-sales service**

#### **Benefits of good customer service:**

- Customers feel valued, are loyal and more likely to repeat purchased
- Harder for competitors to steal customers if they are loyal
- Satisfied customers tell others – this could attract more customers to the business
- Satisfied customers can create a positive working environment and make a business a reputable employer
- Developing a reputation for good customer service can develop into a competitive advantage

### Misconceptions

- Do not assume that negative reviews will make a business fail – they can be ignored or people may have little choice
- Remember that not everyone uses social media so this may not be a good way to get customer engagement for some businesses



### Application

**Kia** – have a 7 year warranty on new cars

**Pizza Hut** – have a guarantee of receiving your starter within so many minutes of ordering

**Burberry** – send regular email updates to customers to make them feel part of the brand, rather than just a customer



### Topic Links

**Customer needs** – the sales process is about meeting those needs

**Recruitment** – to provide excellent service the right staff need to be employed

**Training** – staff will need to be trained about products

**Quality and operations** – information about the product will need to be provided

**Technology** – more customer feedback is available