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Key terms for chapters 5 & 6

Chapter 5:

Adaptive selling- Reacting to different sales situations by changing their sales behaviors.

Amiables- Low on assertiveness and high on responsiveness.

Analytical- Low on assertiveness and low on responsiveness.

Assertiveness- The degree to which people have opinions about issues and publicly make their positions clear to others.

Customized presentation- A written and/or oral presentation based on a detailed analysis of the customer's needs.

Diagnostic feedback- Provides information about what you're doing right and wrong instead of just whether you made a sale.

Driver- High on assertiveness and low on responsiveness.

Expert system- A computer program that mimics a human expert.

Expressive- High on assertiveness and high on responsiveness.

Outlines presentation- A prearranged presentation that usually includes a standard introduction, standard answers to common objections raised by customers, and a standard method for getting the customer to place an order.

Performance feedback- Creating knowledge by getting feedback from sales managers.

Responsiveness- Based on how emotional people tend to get in social situations.

Social style matrix- A popular training program that companies use to help salespeople adapt their communications styles.

Standard memorized presentation- Also called a *canned presentation*, is a completely memorized sales talk.

Versatility- The effort people make to increase the productivity of a relationship by adjusting to the needs of the other party.

#### Chapter 6:

Banner advertising- Consists of ads placed at the top, sides, or bottom of a Web page, encouraging the viewer to visit a different Web site.

Bird dog- Individuals that, for a fee, provide leads for the salesperson.

Blitz- A large group of salespeople attempts to call on all the prospective business in a given geographical territory on a specified day.

Bounce-back card- If the inquirer returns the second inquiry card.

Buying community- A small, informal group of people in similar positions, often from several companies, who communicate regularly, both socially and professionally.

Center-of-influence method- When the salesperson cultivates a relationship with well-known, influential people in the territory who are willing to supply the names of leads.

Cold call- When a sales representative tries to generate leads for new business by calling on totally unfamiliar organizations.

Cold canvas method- When a sales representative tries to generate leads for new business by calling on totally unfamiliar organizations.

Databases- Contain information about leads, prospects, and customers.

Data mining- Consists of artificial intelligence and statistical tools, to discover insights hidden in the volumes of data in their databases.

Endless-chain method- Sales representatives attempt to get at least one additional lead from each person they interview.

E-selling- To post a message on user group sites or via e-mail

Exclusive sales territories- A particular salesperson can sell only to certain prospects (such as doctors in only a three-county area) and not to other prospects.

Extranet- Internet sites that are customized for specific target markets.

House accounts- Large customers or potential customers that are handled exclusively by corporate executives.

Inbound telemarketing- Uses a telephone number (usually a toll-free number) that leads and customers can call for additional information.

Lead- A potential prospect that may or may not have what it takes to be a true prospect.

Lead management system- When salespeople not only qualify leads, but also carefully analyze the relative value of each lead.

Lead qualification system- When salespeople develop a process for qualifying leads.

Merchandise market- Places where suppliers have sales offices and buyers from resellers visit to purchase merchandise.

Negative referral- Not the kind of referral a salesperson likes to get, and every effort should be made to ensure that the customer is satisfied and stays satisfied with the solution offered by the salesperson.

Networking- The utilization of personal relationships by connected and cooperating individuals for the purpose of achieving goals.

North America industry classification system (NAICS)- A uniform classification for all countries in North America, when researching using secondary sources.

Outbound telemarketing- telephones are used to generate and then qualify leads.

Postcard pack- A group of postcards (usually between 15 and 50 different cards) that provides information from many firms.

Prequalification- Method used to help salespeople use their time wisely, and to increase the number of leads that sellers actually follow up with.

Promoters- Your most loyal customers who not only keep buying from you but also urge their friends and associate to do the same.

Prospect- If a salesperson determines that a lead is a good candidate for making a sale, that person or organization is no longer considered a lead and instead is called a prospect.

Prospecting- The process of locating potential customers for a product or service, is critical whether you are a new or seasoned sales professional.

Qualifying lead- The process of determining whether a lead is in fact a prospect.

Referral event- Gatherings designed to allow current customers to introduce prospects to the salesperson.

Referral lead- The name of a lead provided by either a customer or a prospect.

Search engines- The tools individuals use to locate sites.

Selling deeper- When satisfied customers not only provide leads but also are usually prospects for additional sales.

Spotter- Individuals that, for a fee, provide leads for the salesperson.

Standard industrial classification (SIC)- A uniform classification for all countries in North America, when researching using secondary sources.

Systems integrator- Service vendors that have the authority to buy products and services on behalf of the delegating firm.

Telemarketing- A systematic and continuous program of communicating with customers and prospects via telephone.

Trade fairs- What trade shows are called in Europe.

Trade show- Short (usually less than a week), temporary exhibitions of products by manufacturers and resellers.

Webinars- Online seminars used to generate leads and to provide information to prospective customers.