

Final Project for MKT 1102 – Principles of Selling

1. The positive and negative features of your product.

The positive features of Friedrich Air conditioner provide installation services around New York, they carry all major brand air conditioning units and offer a variety of units and have an expanded line of the window, through-the-wall, portable units offering a variety of choices. They offer remote control, 6- way airflow control, 24-hour timer, 3 speed- fan on the cool only auto restart, defrost control, energy-saving capacity, and even money saver setting. Friedrich air conditioners can deliver and install any unit 24 hours after placing an order. The services we have are repairs, a team/ Acid wash, installations, Annual spring cleaning, and service calls. They give customers information access if your interests in free estimates, Negative features of Friedrich air conditioners are their disadvantages of some of the products they sell and one of the products is the ductless system, it can be way more expensive than regular cooling air conditioners. For example, it's a greater expense increased maintenance and limited capacity. Looking at the pricing and also reviews, the installations also cost more than buying a new air conditioner. The way Friedrich builds their conditioners may be a problem (based on reviews) they don't last so long.

2. The positive and negative features of your competitors

Fedders corporation's positive features are its variety of products. Not only providing air conditioners but other air treatment products like air cleaners, washers and dryers, kitchen appliances, and refrigeration products. A negative feature is of their closing and shut down production in certain places, for example, they state they will

close down their New Jersey production plants, laying off 500 people due to their low demand for air conditioners. Their industry shipments of room air-conditioners in the U.S for the first 6 months were the lowest. They started to sell off their other low demand products to bigger companies.

Another competitor is Zamil Air conditioner and a positive feature is their global manufacturing company with production facilities in Saudi Arabia, India, and Italy (there known as the largest manufacturer of air conditioners in the middle east) they have a range from air conditioners to packaged units to large chillers for residential, commercial and industrial applicants. A negative feature is the cons of the worker's salary reputation. It is said from the workers that the salary arent great with respect to the long daily working hours, also stated the workplace lacks renovation as it is old already.

Airxcel Inc. positive features are there six manufacturing facilities and five sales offices in the U.S. They provide furnaces, water heaters, cooking appliances, heating systems, rooftop products, sealants, roller shades, and ventilation systems for recreation vehicles/ climate control equipment for telecommunication shelters, schools, and educational markets. A negative feature is many complaints from customers about the loud noise it produces an unpleasant odor from the product.

### 3. The configuration of the Buying Center

The configuration of the buying center is with the help of our engineers that develop multiple concepts and selects the best promising design. Prototypes are tested at an all-time high, for example, the air conditioner prototypes are sealed tested for performance in high humidity and operated in various temperatures. The products are tested and run all the time to test how strong and long it will last for longevity which results in all the electronic devices tested for hours. Even so, packaging durability is tested on its durability by dropping and shaking boxes. Conducting extensive field testing on homes. Commercial setting and offices for quality and durability. Chuck

Campbell who's the consultant specializes in product management experience and oversees nationwide sales force and marketing. The engineers at Friedrich seem like the main group of people influenced the purchasing decision and performance.

4. How you plan on addressing the different interests/concerns/objections to the members of the Buying Center.

I plan on addressing interest, concerns, objections by tackling and understanding what our customers want to know. Having a team meeting with all the different staff members in my company Friedrich, will go over and answer future customer questions like problems, and needs. Going over and Tackling such questions like solutions and product sustainability and pricing.

5. What preparation would be done to have prepared answers for expected questions?

Going over environmental, organizational, and individual factors and concerns with the staff is important since these are the main influences that impact the business buying decision process. We will also practice the LAARC method when going over our answers about installations, longevity, and service questions.

6. What would you do to strengthen the presentation?

To strengthen the presentation I would specify Friedrich's features and benefits. To help promote and increase sales margin I would provide and hand out testimonials to the hotel management ( that's in the meeting whom I'm selling to) to show our satisfied users and prospects. It's important for my presentation to have a comparative cost-benefit analysis to distinguish our product prices with our competitor's product prices, even if it's higher or lower than the competitors to pinpoint our economic value. I will also have great visual appeal with all our different air conditioners ( 1 pic of each)

7. What method do you think would be most appropriate for securing a commitment?

The method that would be most appropriate in this situation is the direct request method to obtain commitment. Due to the hotel's current air conditioners being old and breaking down frequently it seems as if management and the team are eager to get new and improves replacement quickly. Asking for their approval to purchase Friedrich air conditioners straightforward is one way to gain commitment, I will also still be using Assertive selling style.

8. In the event, formal negotiation is required, who from your company will be leading and who would be participating.

The leader would be an executive title or someone like the CEO since they are used to dealing with people like hr, investors, vendors, and employees, They are good at speaking their mind and are well experienced. The managers would be participating because they can have authoritative attitudes and add informative positive reliable feedback.

9. In the event the presentation led to a successful outcome, what steps would you and your company take to ensure that the contract is executed in an effective and efficient manner and the customer is kept satisfied and happy in the future.

To ensure the contract is executed and effective and our customer is satisfied, I would make sure to have a written contract this way everyone knows what there suppose to do. It also makes it easier to resolve any issues that may come. I will also go over and make sure everyone is on the right page, I would outline the scope of agreement especially payment obligations and agreements on circumstances that may occur. I would follow up and cultivate for future calls to make sure there are no problems, follow-ups can be important as it gives the customer satisfaction and reliability from you.

10. In the event the presentation did not result in a sale, how can you go about identifying the factors that led to the failure and what lessons can you learn that would enable you to improve your skills as a salesperson

Some factors that could have led to failure would be not highlighting the benefits and lack of customer value propositions. For example not positioning Friedrich air conditioners as the prospects long terms partner, not talking about tangible and intangible benefits which are all important because buyers/ potential prospects your selling to want to have solid clear information and want to know how they will benefit off your product. They also want to know how you will accomplish certain goals. A lesson I can learn from this is to make sure I go over, know, and identify all benefits Friedrich offers, describing what makes the benefits valuable.