

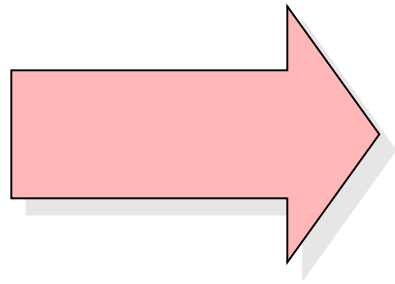
# LP-5 SEMINAR

Sales & Marketing: Qualities of Top  
Salespeople & Understanding the Customer

National American University

Dr. Gary S. White

# Relationship Selling



**A sales practice that involves building, maintaining, and enhancing interactions with customers in order to develop long-term satisfaction through mutually beneficial partnerships.**

# What is Marketing?

***A Philosophy***

***An Attitude***

***A Perspective***

***A Management  
Orientation***

**plus**

***A Set of Activities,  
including:***

**Products**

**Pricing**

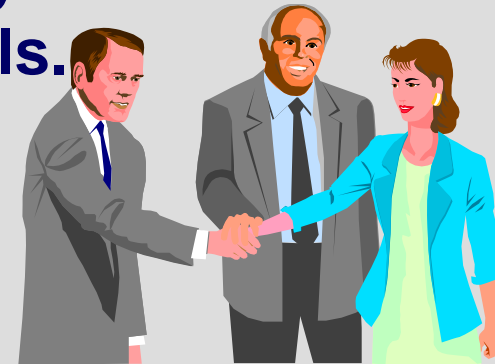
**Promotion**

**Distribution**

# What is Marketing?

## American Marketing Association Definition

***Marketing*** is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services ***to create exchanges*** that satisfy individual and organizational goals.



# Steps in the Selling Process



# Effective Sales Leaders

## ***Effective Sales Leaders...***

**Are assertive**

**Possess ego drive**

**Possess ego strength**

**Take risks**

**Are innovative**

**Have a sense of urgency**

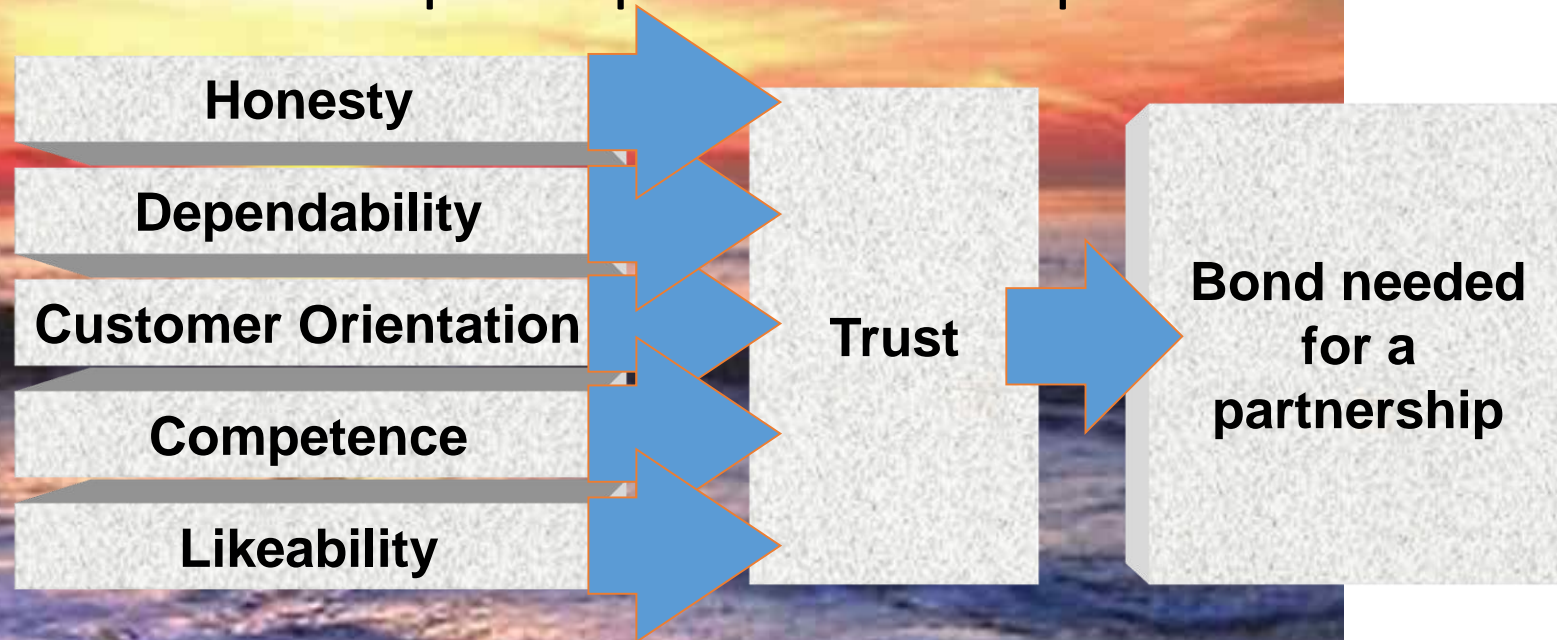
**Are empathetic**

# Ways to build partnerships and goodwill



- ◆ **Maintain the perspective that the customer's interest is paramount.**
- ◆ **Remember customers between calls.**
- ◆ **Build perceptions of trust.**
- ◆ **Monitor order processing**
- ◆ **Ensure proper initial use of the product or service.**
- ◆ **Help in servicing the product.**
- ◆ **Provide expert guidance and suggestions.**
- ◆ **Provide any necessary special assistance.**
- ◆ **Handle customer complaints efficiently and effectively.**

# Major components of trust and their relationship to partnerships



**Identify specific actions you could take as a salesperson to provide evidence of your expertise, reliability, and concern for the buyer.**



# Seminar Post-Assignment

- ◆ **Complete the Seminar Assignment that is posted in the Course Announcement Section**
- ◆ **Post your answers in the LP5 seminar drop box no later than the last day of the current LP.**