



CUSTOMER-ORIENTED SALES CALL MODEL

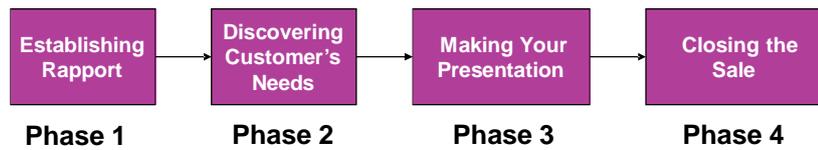
FFA Ag Sales CDE

2018

LEARNING OBJECTIVES

- ◉ Know the Four Phases of the Customer-Oriented Sales Call model, including the specific steps within each phase
- ◉ Within Phase 4, know what to do when the customer says yes, maybe or no

CUSTOMER-ORIENTED SALES MODEL



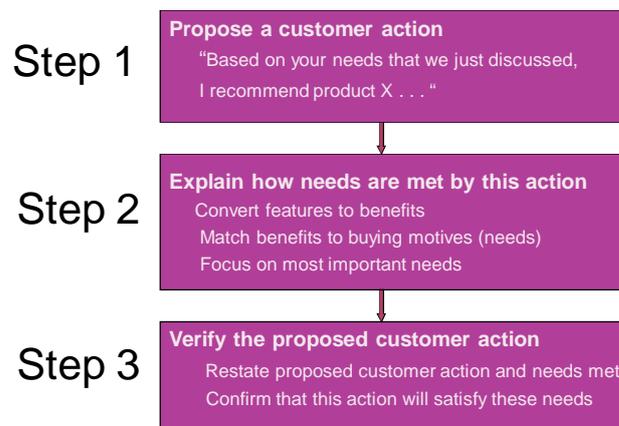
CUSTOMER-ORIENTED SALES MODEL CALL PHASE 1: ESTABLISHING RAPPOR



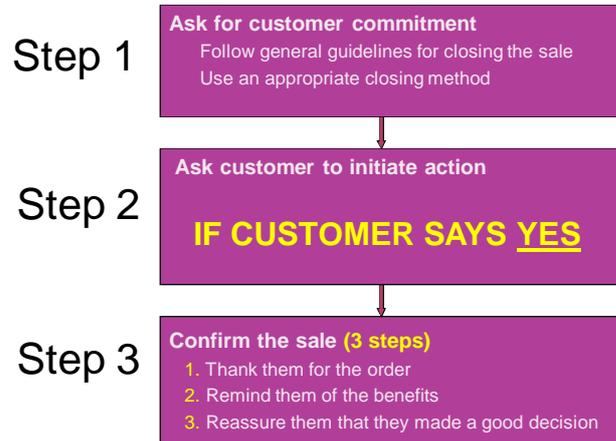
CUSTOMER-ORIENTED SALES MODEL CALL PHASE 2: DISCOVERING NEEDS



CUSTOMER-ORIENTED SALES MODEL CALL PHASE 3: MAKING THE PRESENTATION



CUSTOMER-ORIENTED SALES MODEL CALL PHASE 4: CLOSING THE SALE



CUSTOMER-ORIENTED SALES MODEL CALL PHASE 4: CLOSING THE SALE



CUSTOMER-ORIENTED SALES MODEL CALL PHASE 4: CLOSING THE SALE

