Marketing and Sales Management
Module IV

Based on November 2023, Curriculum Version II



Module Title:- Presenting, Securing and Supporting Sales Solutions

Module Code: - LSA MSM4 M04 1123

Nominal Duration:-70 Hour

Prepared by: Ministry of Labor and Skills

November, 2023

Addis Ababa, Ethiopia

Acknowledgment

Ministry of Labor and Skills wish to extend thanks and appreciation to the many representatives of TVET instructors and respective industry experts who donated their time and expertise to the development of this Teaching, Training and Learning Materials (TTLM).

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Introduction to the Module

In marketing and sales management field present secure and support sales solution help to Sales presentation, Sales solution, Buying signals , Close sale and Post-sale activities under the marketing and sales management field.

This module is designed to meet the industry requirement under the Presenting, Securing and Supporting Sales Solutions particularly for the marketing and sales management.

This module covers the units:

- Sales presentation
- Sales solution
- Buying signals
- Closing sale
- Post-sale activities

Learning Objective of the Module

- Prepare for a sales presentation
- Present a sales solution
- Respond to Buying signals
- Negotiate and finalize the sale
- Support post-sale activities

For effective use this modules trainees are expected to follow the following module instruction:
1. Read the specific objectives of this Learning outcome.

2. Follow the instructions described below 3 to 5.

3. Read the information written in the ―Information Sheets Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.

4. Accomplish the ―Self-check‖ given at the end of each information sheet

5. If you earned a satisfactory evaluation, proceed to next information sheet. However, if your rating is unsatisfactory, contact your teacher for further instructions

UNIT ONE: SALES PRESENTATION

The learning guide Preparing for a sales presentation is developed to provide you the necessary information regarding the following content coverage and topics are:

- Product knowledge
- Sales tactic
- Sales aids
- Prospects

The unit will also assist you to attain the following specific objectives. Specifically, upon completion of this unit you will be able to:

- Develop Product knowledge
- Assess sales tactic
- provide sales aids
- Recognize prospects

1.1. Product knowledge

Product knowledge is a skill where a sales person fully understand and can effectively communicate with customers about a product, its features, benefits, uses, and support needs. Product knowledge is a deep understanding of products or services offered by a company, including features, functionality, benefits, pricing, target customers, industry policies, and special offers. Product knowledge is the information needed to clearly explain a product to a customer. Product knowledge is a highly relevant skill for customer-facing retail employees, like sales reps.

Product knowledge is conceptually essential to consumers and is influenced by information gathering from marketers. Product knowledge means that a person must know in advance whether he understands all the attributes of the product or service he sells. This includes how the product works, its application, installation, and price options. Knowledge about the product is indeed needed for the salesperson. At least, with the knowledge of the product, salesperson has the ability to answer almost all customer questions about the product, so consumers feel happy and are interested in buying products or using the services offered.

The diversity and dynamics of customer needs and expectations require a salesperson to know the diversity of the company's product line, the benefits of the company's products, to the specialty of the company's products when compared to competitors' products. Product knowledge makes and shapes the mental attitude to be more ready in selling products. Product knowledge also makes salesperson carry out marketing activities as a source of information for consumers and vice versa for salesperson. Thus, product knowledge has become an essential factor that determines the seller's performance. Through product knowledge, salesperson can adapt sales force more directly and with high self-confidence can lead to more valued in the eyes of consumers, so the opportunity to adapt to salesperson will be higher. There are **three indicators** to measure product knowledge, namely

I. subjective knowledge refers to how much someone knows about a product or what is also commonly referred to as self-assessed knowledge,
II. Objective knowledge, which refers to how much the level and type of information contained in a person's memory,

III. experience-based knowledge refers to how much someone's experience regarding the product concerned. The more significant experience the salesperson has, the more effective the work he is undertaking.

I.1.1. Basic product knowledge

The use of application products and services can vary depending on the specific product or service being offered.What businesses should cover in a Product Knowledge?

- Its price of value.
- History of the product.
- How to use the product
- If there is any particular manufacturing process
- Servicing, repairing, and warranty of the product
- A lifetime of the product.
- Styles, models and colours available.
- Also, how it can benefit the customer.
- The value of the product.
- Auxiliary uses of the product.
- Complimentary add-ons of a product.

1.1.2. Benefit of Product knowledge

Product knowledge can benefit a company by:

A. Helping associates provide accurate information

When employees have a solid understanding of each product, it's easier for them to answer customers' questions and provide them with factual information regarding the products. It also allows employees to focus on the benefits the products provide. When customers receive accurate product information, they can make more strategic purchases.

B. Boosting enthusiasm and encouraging sales

If employees understand the products they're selling and can exhibit their passion for them, customers may have a more positive response to such enthusiasm. In addition, this knowledge and eagerness to share the product's benefits may sway an optimistic customer who's ready to make a purchase. Understanding benefits allows an employee to honestly reflect on the positive aspects of a product.

C. Building trust with customers

Providing customers with accurate product information helps them view company employees as trustworthy sources of information. When employees provide product information that aligns with what customers have read online, it helps build trust. Establishing trust increases the chance of customers making a purchase.

D. Making a lasting impression

When employees interact with customers, it allows them to demonstrate their product knowledge and inform customers how a product can provide them with greater benefits than an offering from a competitor. This shows that employees understand the prospective client's needs while making a lasting, positive impression. When customers sense the seller cares about providing a pleasant, beneficial customer buying experience, they may be more apt to remember the company fondly and become repeat customers.

1.2. Sales tactic

Sales tactics are methods to gain more customers and increase sales revenue. It refers to the various methods and strategies employed by sales professionals to persuade and convince potential customers to purchase a product or service. These tactics are designed to influence a customer's decision-making process, address their concerns, and ultimately lead them to make a purchase.

1.2.2. Importance of sales tactics

Sales tactics are important because they improve your performance as a salesperson and increase your company’s revenue. They are the actions you take to move the sales process forward. Bringing in more sales usually means you can earn higher commissions. Effective sales tactics can also help you develop stronger relationships with customers and increase word-of-mouth referrals.

Some sales tactics are more useful at the start of your interaction with your customer while others are best used at the end of your sale. For each sale, it's important to recognize which tactic will best serve you and your company. Try to notice which ones are easier for you to use than others. Also, depending on the customer you have or the product you are selling, you might use one tactic over another.

1.2.3. Effective sales tactics

Sales tactics are strategies that can help sales professionals sign more customers and sell more products. When using a sales tactic, your focus is to inform and persuade the customer to buy your product or service. Becoming familiar with different types of sales tactics can help you develop an approach that works best for you.

Professionals from all types of industries use sales tactics to deliver messages to customers or consumers. To mention some:

- **Network with others**

Networking is a useful tool when you want to effectively market your company to the public. When you network, you engage with professionals and their business communities to find potential new customers or clients. Some ways to network include using professional networking sites or attending networking events where you represent your company.

Trade shows are events you go to on behalf of your company to market your products or services to potential customers. Attendees browse your products as well as those of other businesses. Trade shows are a great way to gain exposure to other companies and what they are selling to develop competitive strategies.

- **Ask for referrals**

Referrals are potential new clients obtained from current customers who recommended your services. It is an indirect way to receive additional customers through suggestions from your current clients. The best time to ask for referrals is after your customer has directly benefited from your product or service. Referrals also help your company develop a strong and positive reputation that new customers rely on when making their purchasing decisions.

- **Develop a relationship with your customers**

Having a relationship means you know enough about your customers to tailor your sales pitch to their needs. It's not enough to hear what your customer wants. You have to actively listen, reading between the lines with their answers to your questions as well as their nonverbal cues. When they think you care about their wants and needs, they are more likely to listen to your suggestions.

Personalized conversations are a great way to learn more about your customers and what products they might need. Ask plenty of questions and take note of what they are looking for. Provide them information about your company and its products or services to familiarize them.

It's also good to follow up after your meeting or sales call. This tactic makes you seem friendlier and more committed to the customer. Also, it's a good practice to check in and ask if there's anything else you can do or if they have any questions or concerns you can address. In return, the customer will think of you when it's time to make their next purchase.

- **Do what you say**

Just as a customer will remember a good experience with your product, they'll remember the same about you. If you say a product will be delivered by a certain time or perform a specific function, do your best to make the delivery on time or that the product lives up to your hype.

If something goes wrong, proactively notify the customer with an email, call or text message. This lets them know you're working on their behalf. When you do what you say, it builds trust—and likely repeat sales—with your customers.

- **Make a good first impression**

In many cases, you may be contacting a potential customer for the first time without meeting in person. Being overly assertive, vague or using poor grammar will quickly turn a potential customer into a "not interested" one. When you reach out, you may use several "cold" tactics to seek customers out instead of them coming to you.

Cold calling means directly calling prospective customers to see if they are interested in your product or service. In many cases, you may contact prospects from a curated list of people who match a specific demographic or who already expressed interest in your company.

Cold emailing is when you send an email to a prospective customer to tell them about your products or

services. Emailing is a good way to create a record of your communication with the person and keep track of your conversations. Cold emails provide lots of information to the customer while also giving them the chance to read it whenever they like.

Direct mail involves sending a letter directly to your customer's home or business. This conventional approach provides potential customers with tangible information about your company like brochures and catalogs.

- **Leverage social media**

An organic way to positively interact with your customers and sell your product or service is through social media. When you post on social media, you can gain a following of potential customers and create a large network of people familiar with your company. You can also post product demonstrations and positive customer testimonials, to engage your following. Use social media to show "before" and "after" results—with customer permission—and answer questions, respond to comments, update product images, etc.

- **Tell a story**

Telling a story usually involves describing a narrative to your customer about their life with your product or service. Relate a case or example of how your product or service has benefitted other customers and provide specific details. Take advantage of any quantitative data you have available, using case studies and metrics to illustrate your point. For example, explain how Customer A had a 33% increase in web traffic using your service or how Customer B saved X number of dollars using your product.

- **Try other sales techniques**

Once you know your customer's needs, you may find out opportunities to upsell or cross-sell your products or services. Be sure you suggest, not push, other items that might benefit your customer.

Upselling is when you offer the customer an opportunity to upgrade or add another product to their purchase. They spend more money overall than they would originally, increasing sales revenue. This technique focuses on selling more to one customer rather than selling one item to many customers. Cross-selling is when you offer your customer a different selection of items unrelated to the initial service or product you introduced. It is an efficient approach to familiarize your customers with the

variety of your company's merchandise. By using this technique, you acknowledge a customer's disinterest with one set of items and offer a new set of items in their place.

- **Use technology to your advantage**

If your company has a customer relationship management (CRM) system or app, put it to work for you. A CRM system is a set of applications used to store, organize and process customer information, interactions and services. It will help you track a customer's previous encounters with your company such as what they bought, when and if they had any issues with their purchase. Instead of keeping paper records, you can access customer information, check service tickets and view market trends in seconds.

1.3. Sales aids

Sales aids are any item which helps in the selling of a product or service, for example leaflet, DVD, promotional video, presentation, or free sample. Sales aids are resources sales reps distribute to prospects to offer product information or enhance sales presentations. Sales aids are visual in nature, generally supported by concise copy, and often presented in face-to-face meetings. Some are as simple as individual slides, while others are more interactive. Any sales representative looking for a succinct but comprehensive way to inform prospects about the nature and benefits of a product stands to gain a lot from understanding sales aids. Whether it be by complementing a sales presentation or connecting with a perfectly new prospect, sales aids can be excellent assets for any salesperson looking to capture and keep potential customers' attention.

1.3.2. Best practice for creating Sales Aids

When creating sales aids, there are some best practices to abide by.

I. Understand your product and the world around it.

That statement might appear obvious, but there are some layers to it. Understanding your product isn't just a matter of knowing how it works. You have to know its context. Where does it stand relative to your competition? What are you doing better than them? What can you offer that they can't?

Know the answer to those questions. Understand what sets you apart, and make sure your sales aids reflect that — above all else. If your sales aids mull over the same perks all your competitors are touting,

why would your product mean anything to prospects? Once you understand your product, your brand, and where you stand, move on to step two.

2. Zero in on a primary problem or benefit.

There will always be one consequence or concern your product addresses more than any other. Lead with that in your sales aid. Identify the single most important point you want prospects to take away from your presentation.

Structure your sales aid to put that concept or pain point front and center. Present it briefly and supplement it with some mission-critical information.

3.Tell a story.

You don't have to write a novel here. There's no need to launch into a full-on case study. Instead, try to put some kind of unspoken narrative behind the imagery you're using.

In all likelihood, you won't have time to spell out some full, robust anecdote (story) about your product and how it helps prospects on a personal level. You're much better suited conveying that information through vivid, compelling imagery in your sales aids.

4. Make any hard data appealingly pleasing.

Sales aids are often used to convey hard data, and that can be tricky territory. Impressive figures can be a massive asset to a convincing sales aid, but if they're presented too imposingly, they won't register. That's why hard data should be presented simply or graphically.

Sales reps using sales aids to convey more complicated data, like information from clinical trials should do so graphically.

5. Consider getting creative with your medium.

There's no rigid definition of what a sales aid has to look like. Some come in the form of physical pamphlets, brochures, or books. Others are digital — presented on tablets or computers.

Careful creativity can be an asset here. If your presentation is too strange or extreme, you might undermine your pitch. But if you can convey your messaging through compelling aesthetics, it can pay off in spades.

Ultimately, a well-crafted sales aid can be an invaluable resource for any kind of salesperson. Being able to concisely and compellingly get your fundamental message across will help your sales efforts in any context — from direct mail to in-person.

Though sales aids are most closely associated with healthcare and pharmaceuticals, businesses across every industry stand to gain a lot by doing them right.

1.5. Prospects

Prospecting is the first step in the sales process, which consists of identifying potential customers, aka (also known as) prospects. The goal of prospecting is to develop a database of likely customers and then systematically communicate with them in the hopes of converting them from potential customer to current customer. Sales prospecting methods are any way a salesperson conducts outreach to source new leads or engage with existing leads. Effective prospecting methods can vary by sales organization and industry and can include email outreach, social selling, event networking, and warm outreach over the phone. Prospecting is an invaluable step in the sales process that allows you to uncover new opportunities for your business and warm up cold leads. Prospecting also allows you to make the best use of your time, as it often involves in-depth research to qualify leads before ever reaching out via email or phone call. Successful prospecting takes practice and development to find the techniques that work best for you.

Prospecting is the first step in the sales process that consists of any activities used to identify potential customers. It refers to the activities of sales representatives who are looking for new sales opportunities for an organization. It can involve cold calling, sending cold emails, SMS messages or other methods to reach people who may be potential buyers or nurture leads that have gone cold.

Prospecting methods

The identification of potential customers is not an easy job, especially for a new sales person. Rejection rate is quite high and immediate payoffs are usually minimal. In some consumer goods businesses, identification of prospects usually come from friends and acquaintances, other sales people, former

customers, present customers etc. Few of the best sources and techniques for finding prospects are discussed below.

- **Present customers:** The best source of prospects is usually the sales person's existing satisfied customers. It is much easier to sell additional goods and services to existing customers than to attract new customers.

- **Endless chain:** This is also an effective prospecting tactics. In this method companies use satisfied customers as source of referrals.

- **Centre of Influence:** Another effective prospecting technique based on referrals is the center of influence approach. A center of influence is a person with information about other people or influence over them that can help a sales person identify good prospects.

- **Spotters:** Some companies use spotters as a source for prospecting potential customers. Spotters are usually 'sales trainees' who help sales person identifying prospects, thus saving time and qualifying sales lead.

- **Cold call:** Cold call is also known as unsolicited sales calls. This prospecting techniques involves knocking on doors. The sales person makes contact with potential customers, introduces himself or herself, and asks if there is a use for the product or service.

- **Directories:** A wide variety of directories are full of prospect. The classified telephone directory is the most obvious one. A sales person may also find that membership directories of trade associations, professional societies, and civic and social organizations are good sources for prospects.

- **Mailing lists:** In India, specialized companies compile lists of individuals and organizations for direct mail advertisers. These lists may also be used to identify sales prospects. The major

- **Trade shows and exhibitions:** A cost effective way to make personal contacts and locate prospective buyer is to participate in trade shows and exhibitions. Now a days more and more companies are increasing their participation in these shows and exhibitions to company's booth by mailing invitations or promising a gift.

- **Direct mail:** This kind of cold outreach tactic involves sending postcards, flyers or catalogs through the mail to encourage the recipient to take a specific action, such as making a purchase.

SELF CHECK QUESTIONS FOR UNIT ONE

PART ONE: True or False

1. Prospecting is the final step in the sales process.
2. Referrals from existing satisfied customers are a good source of prospects.
3. Cold calling involves sending postcards, flyers, or catalogs through the mail.
4. Directories and mailing lists can be used to identify sales prospects.
5. Product knowledge is not essential for salespeople when selling a product.

PART TWO: Multiple choices

1. What is the primary purpose of sales aids?
   a) To generate leads
   b) To enhance sales presentations
   c) To provide customer support
   d) To conduct market research
2. Which step in creating sales aids involves identifying the single most important point to convey?
   a) Understanding the product
   b) Zeroing in on a primary problem or benefit
   c) Telling a story
   d) Making hard data appealing
3. What is a recommended approach for presenting hard data in sales aids?
   a) Present it simply or graphically
   b) Use complex charts and tables
   c) Provide detailed explanations
   d) Avoid including hard data in sales aids
4. What is one way to get creative with the medium of sales aids?
   a) Use unconventional materials
   b) Avoid aesthetics and focus on content
   c) Stick to traditional pamphlets and brochures
   d) Eliminate visuals and rely solely on text
5. Which industry can benefit from well-crafted sales aids?
   a) Healthcare and pharmaceuticals
   b) Technology and software
   c) Manufacturing and logistics
   d) All industries can benefit from sales aids

PART THREE: Give short answer

1. What is sales presentation?
2. What are sales aids? Please mention some.
3. What is product knowledge?
4. List some sales tactics that may help you for your presentation.

UNIT TWO: SALES SOLUTION

The learning guide Preparing for a sales solution is developed to provide you the necessary information regarding the following content coverage and topics are:

- Concept of sales presentation
- Communication skills
- Time -management skills
- Processing sales transactions

The unit will also assist you to attain the following specific objectives. Specifically, upon completion of this unit you will be able to:

- Prepare Sales presentation
- Develop Communication skills
- Apply Time –management skill
- Process sales transactions

2.1. Concept of sales presentation

A sales presentation is a step in the sales process where sales professionals demonstrate the product or service's value proposition and use it to convince potential clients. A sales presentation is a short presentation of your solution to prospects or existing customers that aims to persuade them to make a purchase. It is a line of talk that attempts to persuade someone or something, with a planned sales presentation strategy of a product or service designed to initiate and close a sale of the product or service. It is a talk giving information about a product or service that you are trying to sell, intended to p ersuade people to buy it.

2.1.1. Types of Sales Presentations

A presentation is a commitment by the presenter to help the audience to do something for solving a problem. An interesting thing to note is that in a presentation commitments are made by the presenter and the audiences are making judgments, simultaneously. The presenter advocates and the audience evaluates, to render a verdict. In terms of content and structure, presentations and speeches have a good deal in common with formal reports – many of them are oral versions of written documents.

I. Memorized

The memorized sales presentation is the most highly structured type. Almost every word is planned and learned beforehand. During the presentation, the seller does 80-90% of the talking, while the prospect's participation is limited.

The reason why it is so highly structured is that it makes it easy to memorize and therefore deliver to hundreds of different prospects. Because this type lacks personalization, it is best to save it for **earlier interactions such as cold calls or trade shows**, where you want to get the main benefits across quickly to spark interest in a lot of different buyers.

II. Semi-Structured/Formula

Both new and experienced salespeople can use the semi-structured persuasive sales presentation type. It is less structured than the memorized presentation, usually holding constant at the beginning of the presentation but engaging the buyer at an increasing rate as the presentation moves into its later stages. This creates replicability while preserving some room for improvisation and personalization.

This sales presentation type is best suited for those who have already built a relationship with the buyer, so very little back-and-forth conversation is necessary. The seller should **already know the needs and wants of the buyer**.

III. Need-Satisfaction

The need-satisfaction sales presentation is often **the most difficult to master,** and its deployment should be reserved for more experienced sellers. It is essentially a back-and-forth conversation between the buyer and seller.

In it, it is the salesperson's job to **guide the buyer** towards revealing a certain need to which the seller can provide a satisfactory solution. Sellers uncover this need or pain point by asking **open-ended questions**. At the same time, they are adapting and **changing their trajectory as they learn** more about the buyer's answers, questions, and objections.

IV. Problem-Solution

The problem-solution presentation is just as flexible as the need-satisfaction type. It basically follows the same conversational framework, but the final presentation of the solution is even more personalized, including an analysis of the specific problem.

The main difference between the two is that, in the problem-solution presentation, a seller is trying to **help the buyer see a problem that they might not even know exists**, nor understand, nor know how to solve.

2.1.2. Elements of Sales Presentation

Here are some elements that could be included in a sales presentation:

- Introduction: Start with a brief introduction of yourself and your company.
- Needs Assessment: Understand the needs of the customer and assess how your product or service can fulfill those needs.

- Product/Service Overview: Give a detailed overview of your product or service, highlighting its key features and benefits.
- Unique Selling Proposition (USP): Explain what sets your product or service apart from the competition.
- Testimonials: Share success stories and testimonials from satisfied customers.
- Pricing and Packages: Provide pricing information and any available packages or discounts.
- Call to Action: Encourage the customer to take action, such as making a purchase or scheduling a follow-up meeting.
- Follow-up: Plan for a follow-up meeting or call to continue the conversation and answer any remaining questions.

2.2. Communication skills

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior. Sales communication skills are important because they allow you to relay information about your offerings accurately and succinctly. They can also help you respond to customer needs and build stronger relationships with your clients.

By mastering your communication style and developing your skills, you can directly affect your sales goals and business success. Successful communicators often experience an increase in sales-related achievements, more credibility among their customers and heightened productivity. By developing your communication skills, you can influence the effectiveness of your sales strategies and find more fulfillment in your sales role.

2.2.1. Ways of Developing Good Communication Skills

- **Active listening**

One of the most important skills to learn as you develop your sales communication style is how to be a good listener. Active listening is an extremely valuable skill in sales because it allows you to better understand a client's or customer's needs. You can adapt your offerings and pitch to better suit their specific situation and make your product or service as relevant as possible to their unique requirements.

With active listening, you often save time, help your customer feel heard and increase your chances of making a successful sale.

- **Empathy**

Empathy is another important skill for sales professionals to learn. Empathy allows you to see something from another person's perspective. Doing this with your clients can encourage connection and understanding. It also helps customers feel cared about and valued. Empathy can help you build your relationships with your client and work toward effective solutions that accurately meet their needs and requirements.

- **Written communication**

In sales, you often have to communicate with customers in writing rather than by speaking with them directly. Your ability to represent yourself well in emails and in your written communications can influence others' perceptions of your credibility and professionalism.

- **Attention**

When communicating with a prospective or current client, pay attention to what they're saying and what their needs are. When with a client, keep your phone silenced and try to minimize distractions. Not only can this help your client feel valued and important, but it can also improve your ability to listen to their requests, concerns or questions. When you give your full attention to a customer, you improve your ability to produce relevant responses and get important details.

- **Focus**

Focus is another important skill for sales professionals. While focus depends on holding attention in your conversations and client interactions, it's also about making clients feel like deserving recipients of your time and energy. Communicate your intent to understand and help, and show them your sincerity by focusing on their specific concerns and needs when you're with them. By making clients feel special and prioritized, you can influence the strength of your relationships and their perception of your sales approach.

- **Honesty**

Remaining honest in your communications with clients can help them trust you and your sales abilities. When you're honest about the limitations of your product or service, or about your own abilities as a sales professional, you can encourage customers to trust you.

While the truth might not always be the easiest to share or the most profitable, it can improve your credibility and influence your customers' respect. People like working with those they can trust, and if they value the quality of your information, they're more likely to remain your client and recommend your services to others within their network.

- **Professionalism**

In your communications with clients, it can occasionally be a helpful strategy to forego the professional barrier and grow your familiarity. Sometimes, this can create stronger relationships and increase your likability. Other times, however, it can distance your client and make them feel uncomfortable. It's almost always better to be overly professional when you interact with clients, at least until you know more about them and their values.

In your initial conversations with clients, remember to dress professionally, speak with formal respect and not discuss personal issues. By staying professional, you guarantee you never sacrifice your reputation or make your customer feel embarrassed or uncomfortable.

- **Reading non-verbal cues**

Another important communication skill relies on your interpretation of a client's or lead's unconscious body gestures or cues. Body language can be incredibly important to communication, so it's important to be aware of both yours and your customer's.

Here are some signs to look for in your conversational partner, and to employ yourself if possible:

- Leaning forward
- Eye contact
- Reciprocal questions
- Uncrossed arms
- Nodding

Here are some signs that can make you appear disengaged or that can mean your customer is trying to exit the conversation:

- ✓ Crossed arms
- ✓ Signs of impatience like foot or hand tapping
- ✓ Averted eye contact
- ✓ Distractions, like looking at a phone or watching something outside the conversation

- **Relationship building**

To improve your communication skills, work on developing your relationships with those in your network. Because effective communication requires ongoing effort and dedication, focusing only on new leads or customers can distance you from previous connections. Try to write important dates like client birthdays or set reminders to check in. In your conversations, listen to seemingly irrelevant details and bring them into future conversations.

- **Reading your audience**

When communicating with clients, learn to expect their needs, concerns or communication styles. Part of this is learning to read body language, another part is recognizing when it's ok to be less professional and another part is knowing when a customer or lead is receptive to your ideas. Gaining experience in sales can introduce you to many customers and grow your understanding of different situations and behaviors. The better your intuition works to help you understand how to move forward with a specific client, the more effective your sales strategies can be.

- **Information accessibility**

Another skill that can help you communicate and make sales is learning how to simplify your product or service descriptions. This can be especially important if you work in a field like technology, where your client might not understand all the complex components of your offerings. Refine your pitch to make it as simple as possible and limit your use of technical terms and concepts.

Metaphors can sometimes be a helpful tool to help audiences understand your industry and offerings. Always leave time for questions and invite prospective clients to continue the conversation if they feel confused or overwhelmed by the information you're sharing.

- **Knowing when to disengage**

One of the most important communication skills you can develop as a sales professional is understanding when it's best to stop communicating. Evaluating leads based on their receptivity to your ideas can save you valuable time and energy. It can also keep others' perceptions of you positive. While it's sometimes important to be persistent with new clients and ensure they understand your unique offerings, it's also important to recognize when they're truly unreceptive to the information you're sharing. By knowing when to disengage, you can ensure your communications stay productive and mutually beneficial.

- **Knowledge**

Being informed of your product or service can significantly improve your communications. By taking the time to study your product or service and becoming an expert in your industry, you can make yourself a valuable resource for your clients. Being knowledgeable also makes it easier to problem-solve and apply your offerings to your customers' unique situations. Your expertise can increase your credibility and make customers more likely to believe your pitch and goals.

- **Acceptance**

In all your communications ensure you treat all your customers with respect and careful consideration. By treating every customer like they're your most valuable customer, you can help them feel respected and prioritized. Regardless of your customer's age, budget, job title, gender or appearance, strive to approach each customer interaction in the same way.

- **Humility**

Humility can be a very important skill that can improve your communications with customers. While it's important to approach new sales situations confident and prepared, it's also important to admit when you don't know an answer to a question. This shows you care about helping customers find the most accurate

and valuable information and can increase their trust in your ability to answer their questions. If you find you're admitting to a lack of knowledge often, do your best to study and learn more about your topic before interacting with customers.

- **Enthusiasm**

The final skill to work on improving is your ability to gather together enthusiasm in your communications. Staying motivated, positive and friendly in your client interactions can add energy to your sales conversations. If you find this part of your communications is dragging, take efforts to revive your energy levels. This might mean taking a break or spending less time with a customer who takes a lot of energy. Small successes can help you stay motivated and enthusiastic in your communications.

2.3. Time -management skills

Time management skills are the ability to use your time effectively and stay on track with your tasks and goals. They include planning, organizing, scheduling, prioritizing, communicating, and delegating. Time management skills are transferable and crucial across every industry and position. They can help you reduce stress, increase focus, and become more productive.

Time management skills refer to the ability to use time effectively. It's a complex skill that includes several other soft skills, such as being able to prioritize, plan, schedule, and organize tasks and goals.

It is the process of organizing and planning how to use the time you have for different sales activities. Effective time management helps you focus on the priority items within your workflow that are impactful and create more sales opportunities.

Salespeople need to have good time management skills to ensure productivity and increase overall sales. Examples of time management skills that sales representatives benefit from include scheduling, goal setting, decision-making, prioritization, and strategic thinking.

Here are some tips for salespeople to improve their time management skills.

- **Log your habits**

In order to best manage your time, it's useful to know how you spend your time during the workday. You can do this by writing about your daily habits throughout the day. Consider writing each task of the

day as you do it and how long each one takes. In addition, list the time you spend doing things besides work, such as talking to coworkers, using your phone or taking a break. At the end of the day, you can review how you spent your time and begin working toward managing that time more effectively.

- **Set SMART goals**

Creating SMART goals for yourself allows you to create specific, measurable, attainable, relevant and time-based goals. Setting these objectives can be helpful in motivating you to complete them successfully and on time. Consider making both short- and long-term goals, such as daily objectives and ones you hope to achieve by the end of the month or quarter. Try monitoring your progress by creating smaller tasks that can help you achieve your larger goal.

- **Take advantage of your time when meeting clients**

When you're planning to meet with clients in person, try to schedule meetings with more than one prospect. You can schedule multiple meetings in your territory and speak with leads and current customers as well. Managing your time effectively while you're meeting with clients can lead to greater earning potential.

- **Focus on one task at a time**

Rather than multitasking, complete one task before starting another one. Try making a list at the end of the day so that you know what you need to complete the following day. Execute the list one item at a time, completing one task before starting another. Focusing on a single task allows you to put your full attention on one job so that you can more efficiently complete it before moving on to another. This saves you time so you can complete more during the workday.

- **Prioritize your to-do list**

It's important to prioritize items on your to-do list in an order that ensures you're more likely to get everything on the list completed by the end of the day. You might consider finishing your more challenging tasks first, followed by the tasks you know are going to take less time or are easier for you. Afterward, you may feel better about taking a break and have more confidence to finish the rest of the items on your list, knowing you've already completed the ones that take more time to do.

- **Group your tasks into categories**

Place similar tasks into a group and complete them at the same time. This can improve your workflow because you're focusing all of your thoughts on one concept and completing it before moving on to something different. For example, you might choose to return all calls from the day prior at the beginning of each workday once you've written the names of the prospects and the reason you're calling them back. In addition, you might choose to do all of your cold calls in the afternoons.

- **Determine the viable prospects**

Spend your time on prospects with a higher chance of becoming customers. Try using methods that have been successful for your company to determine which leads you would like to continue nurturing and which require less of your time. Managing your time accordingly may lead to more potential sales profits.

- **Know when to speak with prospects**

Understanding the right time to speak with potential customers can affect whether you're able to convince them to do business with you. Learning the most opportune time to call them may lead to more potential sales.

For example, if you're calling a cafe to discuss the possibility of them purchasing coffee from your company, doing so in the afternoon when they're less busy might be more beneficial than calling them in the morning when they are most busy. You can determine the best time to speak with each lead, write up a schedule based on your findings and call them at the most convenient time for both parties.

- **Avoid distractions**

Try to be proactive so you can avoid distractions from your work. You can turn off notifications or silence your phone while you're working. Additionally, there are applications you can use on your desktop that don't allow you to browse websites that aren't work-related during work hours. When distractions are no longer present, it may become easier to focus and work more productively.

- **Simplify tasks you do often**

There may some tasks that you complete multiple times a day, and for those jobs, it may be beneficial to have a process that makes them easier to accomplish. For example, look over your sales call reports and determine a pattern of what has successfully helped you turn leads into customers. You can use that

information when speaking with current prospects to move them further them into the sales process. Similarly, you can create a framework for emails so that you can copy and paste that information into emails and fill in individual parts where necessary.

- **Organize your important files**

You can save time finding specific files by organizing them on your computer. Try using a cloud-based management system to keep important documents. You can organize your folders in categories such as cold call tracking sheets, sales strategies, current customers and more. This may make it easier to find the document you're looking for, and you can find them on your computer, phone or anywhere you have access to the internet.

- **Allow time for breaks**

It's important to give yourself time to take breaks during the workday. Try to set aside time throughout the day to pause your work and do something that can help you relax and refocus. You can set a timer on your phone so that you only spend an allotted amount of time doing something other than work. During your break, you could take a walk, use your phone, have a snack or listen to music. Giving yourself time to do something other than work can help focus your mind and improve your concentration.

2.4. Processing sales transactions

A sale transaction is a transaction that involves the exchange of goods, services, or assets for money or other assets. A sale is a transaction between two or more parties that involves the exchange of tangible or intangible goods, services, or assets for money. In some cases, assets other than cash are paid to a seller.

In the financial markets, a sale can also refer to an agreement that a buyer and seller make regarding a financial security, its price, and specific arrangements for its delivery.

Regardless of the context, a sale is essentially a contract between a seller of a particular good or service and a buyer who is willing to pay for that good or service.

To complete a sale, both the buyer and seller must be deemed competent. The good or service in question must be legally available to buy and the seller must have the authority to transfer the item to the buyer. Both parties must agree on the terms of the sale.

To process sales transactions means to **record and complete the exchange of goods or services for money**. There are different ways to process sales transactions, such as using a POS device that can accept cash or cards, or using the cash method or the accrual method of accounting. The cash method records a sale when cash is received, while the accrual method records a sale when the sale is made, regardless of payment.

SELF-CHECK QUESTIONS FOR UNIT TWO

PART ONE: True or False

1. A memorized sales presentation is best suited for building relationships with buyers.
2. Active listening in sales can help you understand a client's needs and increase your chances of making a successful sale.
3. Empathy in sales allows you to see something from another person's perspective and build relationships with clients.
4. Written communication is not important for sales professionals as most communication happens verbally.
5. Time management skills include prioritization, planning, scheduling, and organizing tasks and goals.

PART TWO: Multiple choices

1. Which type of sales presentation is highly structured and suitable for cold calls or trade shows?
   a) Semi-Structured/Formula
   b) Need-Satisfaction
   c) Memorized
   d) Problem-Solution
2. What is the main purpose of a need-satisfaction sales presentation?
   a) To uncover the buyer's needs through open-ended questions
   b) To help the buyer see a problem they might not know exists
   c) To deliver a highly personalized solution to the buyer
   d) To engage in a back-and-forth conversation with the buyer
3. Which communication skill is important for sales professionals when communicating with customers in writing?
   a) Active listening
   b) Empathy
   c) Attention
   d) Written communication
4. What is one way salespeople can improve their time management skills?
   a) Multitasking to handle multiple tasks simultaneously
   b) Setting unrealistic and unattainable goals
   c) Focusing on one task at a time
   d) Avoiding client meetings to save time

5. Which time management skill involves prioritizing and scheduling tasks and goals?
   a) Decision-making
   b) Strategic thinking
   c) Goal setting
   d) Prioritization

PART THREE: Give short answer for the following questions.

1. What are the types of sales presentation?
2. List some skills that help to Develop Good Communication ability.
3. List some signs that shows you customer is following your presentation

UNIT THREE: BUYER SIGNALS

This learning guide developed to provide you the necessary information regarding the following content coverage and topics:

- Buying signals
- Identifying Buyer resistance
- Overcoming sales objection
- Trial closes

The unit will also assist you to attain the following specific objectives. Specifically, upon completion of this unit you will be able to:

- Recognize buyer signals
- Identify Buyer resistance
- Select strategy to manage sales overcome
- Reach to trial closes

3.1. Buying signals

Buying signals are a potential customer's actions or behaviors that suggest an interest in buying a product or service. These signals can take many forms, from verbal cues like asking questions that indicate a desire or need for a product to online behaviors like signing up for a free trial. They can also be events or conditions that trigger a purchase order, such as chart patterns or trading systems. Buying signals can occur at different stages of the buying process.

3.1.1. Types of buying signals

Some common examples of customer buying signals that consumers display to show their interest in product or service:

1. **Expressing interest:** When a customer asks specific questions about a product or service, seeks more information, or expresses curiosity, it can be a clear indication of their interest in making a purchase.

2. **Body language:** Non-verbal cues such as leaning forward, maintaining eye contact, or nodding can indicate that a customer is engaged and considering a purchase.

3. **Requesting pricing or quotes:** When a customer asks for pricing details, quotes, or information about discounts or promotions, it is a strong indication that they are actively considering buying.

4. **Comparing options:** If a customer is comparing different products, asking about features or benefits, or seeking recommendations, it shows that they are likely in the decision-making process and getting closer to making a purchase.

5. **Asking about availability or delivery:** When a customer inquires about the availability of a product or service, delivery options, or timelines, it suggests that they are seriously considering making a purchase.

6. **Making positive statements:** When a customer makes positive comments about a product or service, expresses satisfaction with certain features, or mentions how it meets their needs, it indicates their interest and potential intent to buy.

7. **Repeated visits or interactions:** If a customer repeatedly visits a store or website, engages in multiple conversations, or shows consistent interest over time, it can be a strong buying signal.

Recognizing and understanding these buying signals is crucial for salespeople and customer service representatives as it allows them to tailor their approach and provide the necessary information or assistance to facilitate the customer's decision-making process and ultimately close the sale.

3.2. Identifying Buyer resistance

Buyer's resistance is the resistance consumers show before purchasing a product or paying for a service. A buyer weighs in all the options and compares different products before making a purchasing decision.

Buyer's resistance can come in the form of verbal and non-verbal cues. A customer can verbally express resistance by way of objections or excuses. Other times, you'll see their resistance based on their facial expressions.

Signs of Interest

Prospect objections are usually positive signs of interest and involvement in the sales presentation. Objections are often indirect ways for prospects to say that they want to know more.

Non-verbal Resistance

Sometimes a prospect shows resistance by remaining silent or through body language such as:

- Shaking his or her head,
- Frowning, glancing at the time frequently,
- Playing with a watch or some desk accessory,
- Reading the mail while the salesperson talks,
- Yawning or exhaling a big breath, or
- Just looking bored puzzled or expressionless.

Once your customer shows some resistance, it's now up to you to lower it so you can increase your sales. When salespeople spot this passive kind of resistance, they must find some way to Perk up the presentation and Secure the prospect's attention, interest, and involvement.

3.3. Overcoming sales objection

Objection handling is when a prospect presents a concern about the product/service a salesperson is selling, and the salesperson responds in a way that alleviates those concerns and allows the deal to move forward. Objections are generally around price, product fit, or competitors. Sometimes, the objection is a good old-fashioned brush-off.

Objection handling means responding to the buyer in a way that changes their mind or alleviates their concerns.

Some reps argue with their prospects or try to pressure them into backing down, but that kind of strong-arming isn't true objection handling. In those cases, prospects typically end up more convinced than ever of their position — and those salespeople wind up undermining the trust and rapport they've developed with them.

There are several methods of handling objections. A few important methods are discussed below:

- **Direct Denial Method:**

Normally a salesman should avoid confrontation or contradiction with the prospects. However, at times, it is essential to do the same while meeting objections. As the name implies, under this method the prospect is told that he is mistaken.

- **Indirect Denial or Yes… But Method:**

This is one of the most popular and widely used methods of overcoming objections raised by the prospects. It is also often termed as side-stepping method. Under this method, initially the salesman agrees with the objections raised by the prospect but subsequently differs in a humble and polite manner.

No doubt, most people hate to be contradicted or denied on their faces but can be conquered through convincing. This method suits such situations. This method is popularly known as ‘Yes ….but method ‘ or ‘you are right but … method’, or ‘I agree but …method’. This method has the inherent strength of making the prospect understand that the salesman clearly realises the objection.

- **Reverse Position Method:**

This is also known as ‘why method’ or ‘question method’. Under this method, instead of explaining the objections, the salesman asks the prospect questions relating to the objections such as ‘why’ and ‘what do you really mean, Sir?’ In other words, the prospect is asked as to why he thinks like that.

- **Boomerang Method:**

In this method, the objection of the prospect is converted into a reason in favour of a purchase. This method is also known as ‘translation method’ because it converts the objection in the minds of customers into a reason for making a purchase.

- **Superior Point or Compensation Method:**

In this method, the salesman frankly admits the validity of the objection raised by the prospect, but simultaneously, offsets the objection by a superior point of greater advantage. In other words, the salesman points out an advantage which is supposed to compensate the objection.

- **Interrogation Method:**

This method has some similarity with the reverse method. Under this method, the prospects are asked questions tactfully so that their objections are answered by themselves. For example, a prospect may say that he wants to buy a cheap suit.

- **Pass up Method:**

Under this method, the salesman clearly passes up most of the objections. The salesman just smiles or merely shrugs his shoulder or uses any other method to avoid answers to objections. However, such dodging can successfully be applied only while meeting minor objections, false excuses and trivial things having little base.

3.4. Trial closes

A trial close is a technique used in selling to assess the buyer's readiness to make a purchase decision. A trial close usually takes the form of questions that ask for decisions on minor selling points; if the salesperson gets favorable responses to these questions, he or she can more confidently attempt to close the sale. Trial closes allow the salesperson to gauge their exact location in the sales process, enabling you to formulate the remainder of your approach for maximum success. For example, if your customer is nodding eagerly and agreeing to every statement you make, go for the close.

Even though ‘asking for sale’ and ‘trial close’ have the same objective they do have differences.

For example, a salesperson may say, "If we were to move forward with this purchase today, would you prefer the blue or the red option?" or "Based on what we've discussed, it seems like this product would be a great fit for you. Would you like to proceed with the order?"

By presenting the customer with a specific choice or assuming that they are ready to proceed, the salesperson can assess their level of engagement and determine if further persuasion or clarification is needed.

The trail close can also be used as a way to overcome objections or address any remaining concerns. For example, if the customer hesitates or expresses doubt, the salesperson can ask, "Is there anything else you need to feel confident in making this decision?"

Overall, the trail close is a valuable technique for both confirming the customer's interest and identifying any potential roadblocks that may need to be addressed before finalizing the sale.

Strategies to master Art of Trial Closes

While still largely dependent on your industry, your customers, and your product or services – your trial close may follow a slightly altered process to someone else. With that said, there is a basic framework that all salespeople should implement if they want to master the art of trial closes.

A. Review their Behavior

The first crucial step of mastering the art of trial closes begins with identifying your customer’s behavior to decide which open-ended question they will best respond to. Subsequently, this will give you the best angle to prove your solution is perfect for their challenge. At this stage, you should be reviewing their body language, their responses, and what aspect they’ve taken the most interest in (price, features, quality, timing, and so on)

B. Ask open-ended questions | Trial close questions

After reviewing their behavior for possible starting points, you can decide which open-ended question will most effectively gauge their interest in purchasing your product or service. For example, use these

trial closes to get a sense of where your customer are at, and it will help you address potential roadblocks and objections while they're small before they get bigger:

- How does what we've discussed sound to you?
- Is there anything missing that you need?
- Based on what you've heard so far, do you have any questions?
- How do you feel about the payment terms/delivery options?
- Do you see how this can help?
- Are there any changes or adjustments needed?
- What do you see as the next step in the process?

C. Identify their perspective

Your customer will likely respond in varying ways to your questions, and you have to be ready to respond regardless of whether they ask a question themselves, share their opinion, or make an outright objection. What's more, you need to use these interactions to conclude their current perspective and where they are on your sales timeline. For example, suppose they state they need multiple deliveries a week. In that case, you need to quickly formulate an attractive response about how you can deliver fast and in large quantities – but don't ever lie about what you can provide!

D. Handle sales objections

Are you an objection handler or a hater? Because if you're planning to incorporate the trial close into your sales process, you'll need to be ready to answer any objections you uncover by asking open-ended questions. To quickly summarize, a sales objection is a clear expression by a prospective buyer that they're not yet satisfied enough to want to buy from you, meaning that you have more work to do to remove the barrier that's stopping them from being happy.

To prepare yourself for objections ahead of time, spend some time listing the common objections people have given you in the past and create a short rationale for why each objection is not valid. Then, practice saying them out loud so you'll feel confident when prospects raise objections. In fact, role-playing is the best way to experience the feelings that accompany closing and responding to objections, so be sure to practice with a colleague or alone with a video recorder.

E. Pivot your strategy

Now you know precisely what your customer needs, you can optimize your offering to suit them. However, be careful to assess the genuine interest of your customer; if they're willing to answer questions about their needs but aren't fully invested and are giving noncommittal answers – they're probably not close to being ready to buy. In comparison, if they're nodding away and smiling – you know you can start moving towards a hard close.

F. Go for the final close

Now that you've done the trial closes:

- What do you think?
- How does that sound?
- Is there anything missing?

Now it's time to transition from those trial closes or soft closes to things that are a little bit more forceful. Asking questions like: What would you like to do next? That's a close. This is where you start to take ownership of your sales pipeline. It's not up to your customer to fill your pipeline and to help you hit your commission. That's your job. There's an old saying that goes like this "If you go through your whole presentation and demonstration but fail to ask for the sale and then they go to another company and that person closes that deal, all you've done is you warmed them up for the next sales person."

SELF-CHECK FOR UNIT THREE

PART ONE: True or False

1. Objections raised by prospects are always negative signs and should be avoided.
2. The indirect denial method of objection handling involves contradicting the prospect directly.
3. The boomerang method of objection handling converts the prospect's objection into a reason to make a purchase.
4. Trial closes are used to assess the buyer's readiness to make a purchase decision.
5. Asking for a specific choice from the customer is a common technique used in trial closes.

PART TWO: Multiple choices

1. Which method of objection handling involves asking the prospect questions to understand their objection further?
    a) Direct denial method
    b) Indirect denial or "Yes... but" method
    c) Reverse position method
    d) Interrogation method
2. In objection handling, the compensation method involves:
    a) Denying the objection raised by the prospect
    b) Asking the prospect to reconsider their objection
    c) Converting the objection into a reason to make a purchase
    d) Ignoring the objection and moving on to another topic
3. The trial close technique is used to:
    a) Avoid objections raised by prospects
    b) Assess the buyer's readiness to make a purchase decision
    c) Persuade the prospect to buy immediately
    d) Close the sale without further discussion
4. What is the purpose of a trial close in the sales process?
    a) To gather more information about the prospect's objections
    b) To assess the salesperson's performance during the presentation
    c) To gauge the prospect's level of engagement and readiness to buy
    d) To negotiate the price and terms of the sale

5. Which type of objection handling method agrees with the prospect's objection initially but differs humbly and politely later?
    a) Direct denial method
    b) Indirect denial or "Yes... but" method
    c) Reverse position method
    d) Boomerang method

PART THREE: Give short answer

1. What is buyer resistance?
2. A sales person is expected to overcome buyer resistance. State some strategies to overcome this resistance.
3. What is trial close, and when should it be applied?
4. Write down some buying signals that customers are ready to buy.

UNIT FOUR: CLOSING SALES

This learning guide developed to provide you the necessary information regarding the following content coverage and topics

- Concept of closing Sales
- Identifying Buying process
- Sales documents
- Seles opportunities

The unit will also assist you to attain the following specific objectives. Specifically, upon completion of this unit you will be able to:

- Close sales
- Finalized Buying process
- Prepare sales document
- Identify sales opportunities.

4.1. Concept of Closing Sales

Closing a sale is important because it is the part of the sales process where you convince your prospect to commit to your offer. All of the other skills a salesperson need, such as active listening, overcoming objections and negotiating, lead to that final step where the client or customer finally says yes. A perfect closing makes you win the sale.

Regardless of your style, it's important to understand how to close a deal. It would also help if you prepared for various situations — no two prospects will be the same, and you may need to try out different closing techniques on different types of people.

A closing technique in sales is a method used to encourage prospects to convert into customers.

Closing is the last and most crucial step in the sales process. It is an essential skill for sales professionals. With some practice, you can learn to master closing techniques and become a better salesperson.

The assumptive close

The assumptive close is a popular closing technique in which the seller assumes the close is a done deal. It is inspired by the assumption principle: When one person acts confidently as if something is true, it is hard for others to deny it. The assumptive close requires positive thinking and helps put salespeople in a better state of mind.

To apply this technique, you assume a positive outcome from the start and closely monitor your client's interest or objections.

For example, after you provide information about your service, you could ask: “Does this seem to be something that your company would need?” Later, after meeting most of the client's requirements but before they confirm the deal, you could close with: “When can we start — Monday?” or “When shall we deliver it to you?”

The summary close

The summary technique involves summarizing all of the benefits and the value of the product or service you are trying to sell. To apply this technique, you repeat the most appealing details of your pitch to reinforce how the individual will benefit from what you're selling. It works because putting all of the

advantages together makes it seem like a more significant offer. When you help potential clients understand your product's value, they realize they are getting what they want.

For example, you can close with: “So, we have the General Electric stainless steel fridge with French door and freezer. It comes with a 10-year comprehensive guarantee. We also offer free delivery. When would be a good time to deliver?”

Something for nothing close

The something for nothing closing technique consists of giving your prospect a free benefit or extra feature. Clients feel obligated to buy your product or service in return. It works because, according to Dr. Robert Cialdini's principle of reciprocity, people tend to respond to a positive action with another positive action.

For example, you can close with: “If you were to sign with us, we would offer the maintenance service for free. We normally charge $600 for this for our other customers, but we are delighted to do business with you. So, what do you say?”

The sharp angle close

The sharp angle close involves asking for an arrangement in exchange for the client's request. This closing technique is perfect when the potential customer is almost ready to buy but shows one objection in the form of a challenge. When they say something like “there is an issue” or “can you deliver” or “can you add,” you can answer their question with another question to close the deal.

For example, the client might ask something like: “Could you add four extra hours of consulting at a discounted rate?” or “Can you deliver 100 pieces a week?” To close the deal, you could answer by saying: ”Of course. But if I do, will you sign the contract right now?

The takeaway close

The takeaway close is effective with customers who are reluctant to proceed. You review the benefits the client wants, and then you essentially withdraw the deal from them. It creates a psychological impact on customers who are then afraid to lose, so they choose to move forward with their purchase.

For example, the client might say: “We spent the last week reviewing your service offer, but I am not sure about the last point.” You could respond by backing away from the offer like this: ”Here's what I suggest, let's take 15 minutes to review this point. However, if we're unable to conclude, let's take a step back, and you can contact me when you're ready to move forward with this.”

The now-or-never close

With the now-or-never close, you offer the customer a unique benefit that prompts immediate purchase. This technique works because it creates a sense of urgency and can push a hesitant buyer to take action. Buyers hesitate because they are afraid to commit. The now-or-never technique helps to overcome that inertia. With less time to seek alternatives and the thought of losing out on extra benefits, they have to decide immediately. Before you offer a promotion, make sure you established the value of what you are selling first.

For example, you could close with one of the following statements:

“This is the last item on sale. I sold everything out!”

“If you sign up today, I can get you a 20% discount.”

“We only offer that discount until the end of the day.”

The puppy dog close

With the puppy dog close, you allow the prospect to try the product before buying it. It is a low-pressure closing technique, and it has a very high closing rate because when customers get a chance to try something out, they usually purchase it. An example of sales professionals who apply this technique is car sellers who offer test drives. It works because customers often grow to like the products they spend time with.

For example, you can close the deal by saying: “Would you like to keep it for the week?”

4.2 Identifying Buying process

The consumer buying process involves five basic steps. This is the process by which consumers evaluate making a purchasing decision. The 5 steps are problem recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation.

The consumer buying process can seem mysterious, but all consumers go through basic steps when making a purchase to determine what products and services will best fit their needs.

Think about your own thought process when buying something—especially when it's something big, like a laptop. You consider what you need, research, and compare your options before making the decision to buy. Afterward, you often wonder if you made the right call.

If you work in sales or marketing, make more of an impact by putting yourself in the customer's shoes and reviewing the steps in the consumer decision-making process.

Steps in the consumer decision process

Generally speaking, the consumer decision-making process involves five basic steps.

1. Problem recognition

The first step of the consumer decision-making process is recognizing the need for a service or product. Need recognition, whether prompted internally or externally, results in the same response: a want. Once consumers recognize a want, they need to gather information to understand how they can fulfill that want, which leads to step two.

But how can you influence consumers at this stage? Since internal stimulus comes from within and includes basic impulses like hunger or a change in lifestyle, focus your sales and marketing efforts on external stimulus.

Develop a comprehensive brand campaign to build brand awareness and recognition—you want consumers to know you and trust you. Most importantly, you want them to feel like they have a problem only you can solve.

Example: Winter is coming. This particular customer has several light jackets, but she'll need a heavy-duty winter coat if she's going to survive the snow and lower temperatures.

2. Information search

When researching their options, consumers again rely on internal and external factors, as well as past interactions with a product or brand, both positive and negative. In the information stage, they may browse through options at a physical location or consult online resources, such as Google or customer reviews.

Your job as a brand is to give the potential customer access to the information they want, with the hopes that they decide to purchase your product or service. Create a funnel and plan out the types of content that people will need. Present yourself as a trustworthy source of knowledge and information.

Another important strategy is word of mouth—since consumers trust each other more than they do businesses, make sure to include consumer-generated content, like customer reviews or video testimonials, on your website.

Example: The customer searches "women's winter coats" on Google to see what options are out there. When she sees someone with a cute coat, she asks them where they bought it and what they think of that brand.

3. Alternatives evaluation

At this point in the consumer decision-making process, prospective buyers have developed criteria for what they want in a product. Now they weigh their prospective choices against comparable alternatives.

Alternatives may present themselves in the form of lower prices, additional product benefits, product availability, or something as personal as color or style options. Your marketing material should be geared towards convincing consumers that your product is superior to other alternatives. Be ready to overcome objections—e.g., in sales calls, know your competitors so you can answer questions and compare benefits.

Example: The customer compares a few brands that she likes. She knows that she wants a brightly colored coat that will complement the rest of her wardrobe, and though she would rather spend less money, she also wants to find a coat made from sustainable materials.

4. Purchase decision

This is the moment the consumer has been waiting for: the purchase. Once they have gathered all the facts, including feedback from previous customers, consumers should arrive at a logical conclusion on the product or service to purchase.

If you've done your job correctly, the consumer will recognize that your product is the best option and decide to purchase it.

Example: The customer finds a pink winter coat that's on sale for 20% off. After confirming that the brand uses sustainable materials and asking friends for their feedback, she orders the coat online.

5. Post-purchase evaluation

This part of the consumer decision-making process involves reflection from both the consumer and the seller. As a seller, you should try to gauge the following:

Did the purchase meet the need the consumer identified?

Is the customer happy with the purchase?

How can you continue to engage with this customer?

Remember, it's your job to ensure your customer continues to have a positive experience with your product. Post-purchase engagement could include follow-up emails, discount coupons, and newsletters to entice the customer to make an additional purchase. You want to gain life-long customers, and in an age where anyone can leave an online review, it's more important than ever to keep customers happy.

4.3 Sales documents

Sales documentation is the written record of the steps that your sales reps need to take in order to close deals in the most effective way. The sales process covers everything that your reps should do in order to prospect, qualify leads, deal with objections and close the deal.

A sales document is any written or electronic material that can help promote or present a product. Its purpose is to persuade customers to make a purchase by establishing value, credibility, and trust. It helps your customers understand why they need your product and what sets it apart from the competition.

4.3.1 Types of Sales Documents

While the variety of your sales documents will depend on your industry, we're sure all sales teams will have the need for these five documents. These are the essentials for winning new deals and all sales professionals should be able to create such documents.

I. Sales Proposal: A document that outlines the features and benefits of a product or service and proposes a solution to a customer's problem.
II. Sales Contract: A legally binding agreement between the buyer and seller that outlines the terms and conditions of the sale.
III. Sales Order: A document that confirms the details of a sale, including the products or services purchased, the price, and the delivery date.
IV. Sales Receipt: A document that confirms payment for goods or services received.
V. Sales Agreement: A document that outlines the terms and conditions of a sales partnership or joint venture.
VI. Sales Report: A document that provides an overview of sales performance, including revenue, expenses, and profit margins.
VII. Sales Forecast: A document that predicts future sales based on past performance and market trends.
VIII. Sales Presentation: A document or visual aid used to communicate the features and benefits of a product or service to potential customers.
IX. Sales Invoice: A document that requests payment for goods or services provided.

An invoice is a final sales document you'll send to your clients. It includes the cost of the product or service and serves as a legal record for the terms of payment. They have a few different purposes:

- Payment tracking
- Legal protection
- Maintaining records
- Tax purposes
- Keeping track of business

All your invoices need to include the following:

- Your logo
- Invoice number
- Date
- Name of the seller and the buyer
- Cost per unit
- The overall cost that needs to be paid
- Tax regulations and rates
- Any other terms and conditions

4.4 Sales opportunities

Cross selling refers to any marketing strategy designed to sell related products or complementary services to existing customers. Cross-selling involves selling related, supplementary products or services based on the customer's interest in, or purchase of, one of your company's products. Its a great way of increasing customer loyalty and deeping customer relationships which in turn can improve customer lifetime value and retention.

There are two primary ways to identify a cross-selling opportunity for a customer: By auditing customer data to look for opportunities or by receiving a request in reference to your current engagement that can be expanded.

Audit

Audit your customer data to gather information that can guide recommendation conversations. The specific triggers will differ based on your product or service offering but generally look for points of friction related to your offering and opportunities where your solutions can provide an improvement.

- How is your product being utilized?
- Who uses your product and what teams are they on?
- What initiatives is your product being used for?
- Are there manual processes related to your engagement that you can help automate?
- Are there tools used in relation to your engagement that are outdated and you can provide alternatives for?
- Are there integrations with your product that you can replace with native features?

Receive request

In some cases, instead of initiating the cross-sell conversation, your customer will come to you with a request that extends outside of the scope of your current solution that you can solve through a cross-sell.

You can use that request as the starting point to open communications with decision-makers outside of your point of contact to get an understanding of what the need is that your cross-sell can address.

Once you identify a cross-sell opportunity you want to pursue, turn your point of contact into a champion or influencer and get them to help you sell further into the organization.

It's like a traditional sales conversation: you identify a primary point of contact to establish rapport with, build up value and then enable them to champion you to the rest of the decision-makers.

Here are a few tips for identifying cross-selling opportunities:

- Look for patterns in your customer data. What products or services are your customers most likely to buy together? ...
- Review customer feedback. What are customers saying about your products and services? ...
- Analyze customer data. ...
- Talk to your customers.

SELF-CHECK QUESTIONS FOR UNIT FOUR

PART ONE: True or False

1. The assumptive close is a closing technique where the seller assumes the close is a done deal. (True)
2. The summary close involves summarizing the benefits and value of the product or service being sold. (True)
3. The something for nothing close is a technique where the salesperson offers a free benefit or extra feature to the prospect. (True)
4. Sales documentation is the written record of the steps that sales reps need to take to prospect, qualify leads, deal with objections, and close deals. (True)
5. Cross-selling refers to selling unrelated products or services to existing customers. (False)

PART TWO: Multiple choices

1. Which sales document outlines the features and benefits of a product or service and proposes a solution to a customer's problem?
   A. Sales Contract
   B. Sales Proposal
   C. Sales Order
   D. Sales Receipt
2. Which sales document confirms the details of a sale, including the products or services purchased, the price, and the delivery date?
   A. Sales Proposal
   B. Sales Contract
   C. Sales Order
   D. Sales Receipt
3. Which sales document provides an overview of sales performance, including revenue, expenses, and profit margins?
   A. Sales Report
   B. Sales Forecast
   C. Sales Agreement
   D. Sales Order
4. Which sales technique involves assuming a positive outcome from the start and closely monitoring the client's interest or objections?
   A. Assumptive close
   B. Summary close
   C. Something for nothing close
   D. Cross-selling
5. Which principle states that people tend to respond to a positive action with another positive action, making the something for nothing close effective?

A. Principle of Reciprocity
B. Principle of Scarcity
C. Principle of Authority
D. Principle of Consistency

PART THREE: Give short answer for the following questions.

1. What are the buying processes customers follow?
2. Identify some sales documents used in finalizing sales.
3. What is cross-selling opportunity?

UNIT FIVE: POST-SALE ACTIVITIES

This learning guide developed to provide you the necessary information regarding the following content coverage and topics:

- Sales service
- Using feedback solicitation methods
- Customer dissatisfaction
- Client loyalty strategy

The unit will also assist you to attain the following specific objectives. Specifically, upon completion of this unit you will be able to:

- provide sales service
- Use feedback solicitation methods
- Manage customer dissatisfaction
- Develop client loyalty strategy

5.1. Sales service

After-sales service, also known as after-sales support, includes any service provided to a customer after they have made a purchase from an organization. After-sales service is any support provided to a customer after the product or service has already been purchased. After-sales service refers to the ongoing support and assistance that a business provides to customers after they have purchased a product or service. It includes resolving customer complaints, offering technical support, providing maintenance services and addressing product issues or defects. Some companies contract with third parties to provide after-sales support, while others handle the support requests and follow-up efforts internally. Offering after-sales service can increase customer loyalty, particularly if the customer feels the support they received was beneficial to them.

Another purpose of after-sales support is to help customers get as much value and use out of their purchase as possible. A company that sells electronic devices might send out a training guide to customers who recently purchased a particular device so they can learn how to use it more efficiently. An appliance sales business might offer warranty information to its customers to help them protect their purchases.

Some examples of after-sales service provided by a company to its customers include:

Warranty information, Product or service training, Repair or upgrade offers, Request for review, Return and exchange policy details, automated support resources Coupon or digital code and Survey.

5.1.1. Importance of after sale service

Customers want to feel that they are still important to the companies they do business with, even after the sale takes place. Receiving after-sales support helps to strengthen the relationship between the seller and the buyer. A positive after-sales service message can also build brand loyalty and encourage a customer to recommend the brand to their friends and family, resulting in positive word-of-mouth advertising. If someone feels that the company they bought from offered a good experience, they may also become a repeat customer when they need to buy something else or replace an existing product.

Happy customers become the positive reviewers and trusted voices of a brand. Providing a positive after-sales experience can make clients happier and more willing to share their experiences with other

people. After-sales service is often a key element of a brand's overall marketing strategy to strengthen customer relations.

5.1.2. Types of after-sales service

Some examples of after-sales service provided by a company to its customers include:

- Warranty and Repair Services: This includes services related to repairing or replacing faulty products under warranty.
- Technical Support: This includes providing technical assistance to customers who are facing issues with the product or service.
- Maintenance Services: This includes services related to ensuring that the product or service is functioning optimally, such as regular cleaning, servicing, and inspection.
- Customer Service: This includes providing assistance to customers with their queries, complaints, and feedback.
- Training Services: This includes providing training to customers on how to use the product or service effectively and efficiently.
- Upgrades and Updates: This includes providing customers with upgrades and updates to the product or service to improve its performance or add new features.
- Installation Services: This includes services related to installing and configuring the product or service for the customer.

5.2. Using feedback solicitation Methods

Here are 6 great ways to gather customer feedback:

Surveys, Emails, Interviews and Focus Groups, Social Media, Website Analytics and Free-Text Feedback

1. Surveys

Surveys are a great way to get answers to the exact questions you want to ask. It’s easy to send them out to large groups of people and get a lot of useful insights back.

You can deploy Customer Satisfaction survey (CSAT) after specific touchpoints to get feedback regarding particular areas of your customer experience, this allows you to fix issues in certain areas of your process. For instance, a good time to deploy a survey asking your customers opinions on the delivery process would be immediately following the delivery of a product.

You might also send Net Promoter Score (NPS) surveys out periodically, for example, every 6 months. These surveys won't be connected to a specific milestone or touchpoint, but they will give you feedback on your customers' overall opinions about your company.

Another useful survey is the Customer Effort Score (CES), which helps you understand how easy it is for customers to use your products or services.

You'll want to keep your survey questions simple and concise. It's also a good idea to have a mix of open-ended, qualitative and closed-ended, quantitative (yes/no) questions.

Open-ended questions provide context for the closed-ended questions and give you information you can use to make improvements for your customer.

2. Emails

Email is a powerful tool to get feedback from your customers. A great time to send out an email is following the purchase of a product, or at another significant touchpoint like after an interaction with a customer service agent, or after canceling a subscription.

These emails are generally automated, making the process even easier.

The surveys that you send in these emails should be short and not create too much work for the user. Ideally they should be embedded in the email, meaning your customer doesn't even have to click through to a different page, they can answer from within the email.

3. Interviews and Focus Groups

Interviews and focus groups are a highly effective form of direct feedback. Due to budget and logistics, they are generally done on a small scale.

But while fewer people will be giving their feedback, you might find the insights are richer. Face-to-face or over the phone conversation lets you ask more detailed questions and give the participants the opportunity to respond in-depth.

When conducting an interview or a focus group it's essential to go in prepared and keep the conversation focused on getting the answers you need. While some deviation can result in interesting insights, you'll want to avoid going far off topic and missing useful insights.

4. Social Media

It's becoming more and more popular to voice opinions regarding brands on social media. News also travels fast on social media and scathing reviews of brands have been known to go viral, quickly. Common channels where people go to air their views include Facebook, YouTube, Twitter, Instagram, and TikTok.

Monitoring your own social media channels and chatter about your brand on other peoples platforms, helps you detect small issues before they turn into big problems. You can also better anticipate any needs that your customers might need and provide them with a proactive customer experience.

Customers also expect you to be present for them on these channels. Some studies have even shown that 59% of people perceive brands more favorably if they respond to complaints on social media.

5. Website Analytics

By keeping an eye on your website traffic and the different patterns your customers follow on your site, you can learn a lot about your customers and how they feel about your products and/or services.

Analyzing pages that customers spend longer on, or pages where customers abandon the site altogether, shows you what your customers like and what they don't. You can then start to analyze that feedback to see where some of your issues lie within your customer experience journey.

It is important to make sure you have the right tools in place to monitor your analytics. There are also a number of external factors impacting how people use the web. Therefore you should take into consideration the context that exists around your insights as you analyze.

6. Free-Text Feedback

There are a number of methods customers can use to leave feedback in an open way. This can include in-app pop-ups, feedback buttons, feedback sites like G2, product request forms, and more.

The idea here is that the customer is given a text box to write what they want. This might be prompted by something like a request for the customer to describe the problem they are experiencing. It could also be prompt for them to write their perceived pros and cons of the product they are reviewing.

A free-text box means the customer is not constrained by one single question. This can sometimes mean that you receive vague feedback, however it can also mean that the customer can give you useful, surprising insights that you might not have thought about on your own.

The real benefits come from feedback when you start to analyze it. If you don't analyze your feedback, you'll likely miss insights and your efforts will be wasted.

However, gathering and analyzing large amounts of qualitative, descriptive feedback is not always easy. Manually analyzing large amounts of unstructured information is difficult, if not impossible. It can also result in subjective, inaccurate results.

5.3. Customer dissatisfaction

Customer dissatisfaction occurs when a customer is not happy with the products or services provided by a company. This can happen if a product is faulty and not repaired or replaced in a timely manner, if technical support is unable to resolve an issue, or if maintenance services are not performed properly. Poor customer service, lack of training, and failure to provide upgrades and updates can also lead to dissatisfaction. Ultimately, any failure to meet customer expectations can result in dissatisfaction and potentially lead to lost business.

Conflict occurs when two or more parties can't agree on a course of action. Usually, it's because they have a difference in perspectives, values, or opinions. Failing to resolve conflicts with customers can have a negative impact on retention, loyalty, and brand awareness. Common causes of customer conflicts include: Unmet expectations: Customers may become frustrated and lash out When they feel like their expectations haven't been met. This can be due to misunderstandings, miscommunications, or

failure to deliver on promises. This failure can take many different forms, but is typically at least one of the following: Failure in terms of quality. Failure to deliver what was promised. Failure in terms of performance or usability of a product.

Ways to handle dissatisfied customers:

- Make customers feel valued from the start using an onboarding process.
- Deliver personalized experiences within your product.
- Reduce time to value using interactive walkthroughs and demo content.
- Identify detractors using an NPS (Net Promoter Score) survey.
- Analyze customer feedback gathered from your in-app surveys.
- Implement product user segmentation to segment detractors and create personalized experiences for them.
- Use in-app help to remove friction and improve customer onboarding.
- Take a proactive approach to proactively guide your customers.
- Close the value gap to align with the customer perceived value.
- Address customer complaints quickly and thoroughly.
- Graciously reply to negative feedback.

5.4. Client loyalty strategy

Customer loyalty is an ongoing positive relationship between a customer and a business. It's what drives repeat purchases and prompts existing customers to choose your company over a competitor offering similar benefits. One way to look at loyalty is in the context of brand. Simply put, customer loyalty happens when customers give a company repeat business over time. If you provide great value in your product or service, and the customer experience stays consistently good, then your business will reap the benefits of customer retention

Offer and implement additional sales solutions and benefits to clients when opportunities arise

Client loyalty strategies may include:

- Client clubs
- Client reward schemes
- Credit or discount facilities

- Formal letter of thanks
- Handwritten note thanking the client
- Offering promotional items
- Phone call thanking the client for the business.

Client loyalty Strategy:

A client loyalty strategy is the direction and scope that your organisation wishes to engage to fulfil customer/client expectations. The strategy would be designed to achieve a major issue or an overall objective.

- Provide exceptional customer service: Ensure that all customer interactions are positive and helpful. Train your employees to be friendly, knowledgeable, and responsive to customer needs.
- Offer loyalty programs: Reward customers for their loyalty with discounts, special offers, or exclusive perks. This can help build a sense of community and encourage repeat business.
- Personalize the customer experience: Use customer data to personalize interactions and recommendations. This can help create a more tailored experience that meets individual needs and preferences.
- Respond quickly to customer feedback: Address customer complaints and feedback promptly and professionally. This can help build trust and show customers that their opinions are valued.
- Provide consistent quality: Ensure that your products and services consistently meet or exceed customer expectations. This can help build a reputation for reliability and quality.
- Communicate regularly: Keep customers informed about new products, services, or promotions through regular communication channels such as email newsletters or social media updates.
- Build relationships: Take the time to get to know your customers and build relationships with them. This can help create a sense of loyalty and trust that will keep them coming back.

SELF-CHECK QUESTIONS FOR UNIT FIVE

PART ONE: True or False

1. After-sales service refers to the support provided to customers after they have made a purchase.
2. Warranty and repair services are not part of after-sales service.
3. Customer dissatisfaction can occur if a product is repaired or replaced under warranty.
4. Personalized experiences and addressing customer complaints are effective ways to handle dissatisfied customers.
5. Customer loyalty is driven by repeat purchases and choosing a company over competitors.

PART TWO: Multiple choices

1. Which of the following is an example of after-sales service?
   a) Marketing and advertising campaigns
   b) Pre-sales consultations
   c) Technical support
   d) Employee training
2. What is one way to handle dissatisfied customers?
   a) Ignore their complaints
   b) Delay addressing their concerns
   c) Respond quickly and thoroughly
   d) Blame the customer for the issue
3. What is an effective strategy to build customer loyalty?
   a) Providing inconsistent quality
   b) Ignoring customer feedback
   c) Offering loyalty programs
   d) Lack of communication with customers
4. What is customer dissatisfaction?
   a) A positive relationship between a customer and a business
   b) A lack of after-sales support
   c) Meeting customer expectations
   d) Unhappiness with products or services
5. What does after-sales service include?
   a) Only providing warranties
   b) Assisting customers before they make a purchase
   c) Offering technical support and maintenance services
   d) Focusing on marketing and sales efforts

PART THREE: Give short answer

1. What is after sale service?
2. Write some types of after sale services
3. How can you handle dissatisfied customers?

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