Exam Review: Chapter 7, 8, 9, 10

***Remember:*** you can bring one piece of paper (81/2 x 11) front and back with your notes to help you on the exam.

1. Sales Dialogue customize to customer needs
2. Get buyer’s agreement that the product addresses the need or issue
3. Keys to effective sales dialogue
4. Using Confirmed Benefits to create customer value
5. SPIN and ADAPT questioning processes
6. Types of verbal support
7. Understand the different type of sales aids (ie Analogy, Anecdote, Comparison)
8. Types of proof providers
9. Define buyer resistance
10. Buyer resistance can be a positive
11. Non-qualified leads difficult to overcome
12. LAARC
13. Buyer’s commitment
14. Define Adding Value
15. Assess customer satisfaction
16. The Four Sequential Components of Effective Follow-up (ICKR)
17. Customer Relationship Management
18. Handling complaints
19. Self-leadership skills
20. The importance of planning
21. Importance of setting clear goals and timeframe
22. Account classification
23. Types of route planning, suited for which situations
24. Sales technology automation
25. CRM is a great tool
26. Intranet vs Extranet
27. Synergistic teamwork – greater for all