**Business to Business Personal Selling**

**Web Activity**

Directions: Use the internet and ED puzzle Assignment on Google Classroom to complete this packet and answer the following questions:

Personal selling occurs and is directed toward the two types of customers, business to business and business to consumers. For this activity we will focus on business to business personal selling. Business to business personal selling is one business attempting to get another business to stock and sell their products to the consumer. Use the internet and answer the following questions:

1. In your own words, define personal selling:
2. Use the internet to find and list at least three advantages of personal selling.
3. Use the internet to find and list at least three disadvantages of personal selling.

Directions: On google classroom is an Edpuzzle video. Watch the video to answer the following questions (along with the questions in the video). Be sure to pause and rewatch the video where needed to effectively answer these questions.

1. From the video, why do you think personal selling is the best option for the farmer to sell his flowers? Give three reasons from the video.
2. When using personal selling for business to business, what is the general rule (3 reasons) of when to use it?
3. How would you define the Sales Process/Cycle?

Sevan Steps to Selling:

Step 1: Lead Generating: Also known as .

Define lead generation:

What are 3 ways the farmer can generate leads?

What is a referral?

Step 2: Qualifying leads

What is Lead Qualification?

Based on what you learned in the video, would you call or visit the pet store? Why or why not?

Step 3: The Pre-approach is

Definition: where the farmer learns about businesses that will sell his products by doing homework about these businesses.

What are at least three things the farmer should learn before meeting with a business?

Step 4: Developing a presentation with Solutions

Describe what a salesperson can do to try to get the customer to purchase their products (five given need 3 answers?

Step 5 Handling Objections

Describe in your own words what it means to Handle Objections in personal selling?

Step 6 Closing the Sale:  
List four techniques the farmer used to close the sale (6 given in the video)

Step 7 Follow-up  
 What are some techniques used in the follow-up process. List at least 4 ways.

### 1. Personal selling is \_\_\_\_\_.

### unpaid advertising to consumers

### a way to gain a short term increase in sales

### personal, paid-for communication between two people in attempt to get a business to buy its products

### a way for companies to improve their public image

### best for handling routine purchases

**2. Which of the following is NOT a reason for personal selling to be used?**

1. When the product is complicated
2. When the product has a lot of competition
3. When the target market is small
4. When the product is highly technical
5. When the product needs to be demonstrated
   1. **After a sales person closes the sale and sells his/her product, what step in the sales process should be used next?**
6. Qualifying leads
7. Handling objections
8. Closing the sale
9. Follow-up
10. Developing and Proposing Solution