

# The Selling Process

The selling process includes several steps:

1. **Approaching the customer.** In a large organization, locating the individual or group of individuals with authority to purchase can be challenging.
2. **Determining needs.** The product you sell must meet a customer need. This means it either costs less or is superior in quality to what the customer currently uses.
3. **Presenting the product.** In this step, you educate the customer about the product's features and benefits. In business settings, you may be asked to provide a sales quote. This is a written document specifying the exact product and its cost. Sales quotes are valid for a limited time, which means the customer must order within that time for the price to be honored.
4. **Overcoming objections.** Try to learn why the customer is reluctant to buy, and provide information to remove his or her hesitation. Help the customer feel satisfied about a purchase decision.
5. **Closing the sale.** This means getting the customer's positive agreement to buy. The agreement might be a signed purchase contract for services or an approved purchase order for products.
6. **Engaging in suggestion selling.** Offer suggestions about additional products or services that your customer might appreciate or that will save money. For example, offer a service contract for maintaining specialized equipment, or offer a better price for the purchase of multiple items.
7. **Working on relationship building.** Responding to the customer's questions, as well as checking to make sure that the product arrived on time and in good condition, will keep a customer buying your product. Successful sales reps spend time building and maintaining customer relationships.