

Notes

3.3 Task of the salesperson

Salesperson tasks are divided into 3 sections:

Sales tasks

Supplementary services

Non-sales task

3.3.1 Sales tasks

Attaining customers through prospecting – Canvassing new customers

Regular contact via e-mail/ video conferencing/sms and visits

Presentation and demonstration

Handling enquiries and Objections – Provides information , answers questions and overcomes objections

Gaining information

3.3.2. Supplementary services

Customer services : The salesperson provides different services to customers such as product displays , promotion , training of sales personnel and placing advertising material and installing products

Handling of complaints : Salespeople are links between the buyer and the producer . It is the salespersons duty to ensure that the customer is kept satisfied

Handling returns and adjustments : All adjustments in documentation and accounts resulting from product defects , incorrect deliveries and returns are usually brought to the attention of the salesperson for correction

Credit applications : Salespeople also deal with documentation for credit applications and must establish the financial position of the prospective buyer beforehand

3.3.3 Non – sales tasks

Planning – Planning objectives , preparing for the presentation of sales demonstrations and daily

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