

**Salesmanship Presentations (Overview)**

**1) Communicating with Customers, Potential customers, Community and Business Leaders**

Verbal communication  
Non-verbal communication  
Written Communication

**2) Appropriate Attire for Young Professionals**

Dressing the Part  
Girls  
Boys

**3) Knowing Your Product or Service**

Products/Services Created or Provided by Others\*  
Products or Services You Create

**4) Setting & Reaching Goals**

Prospecting for potential customers  
Calling on potential customers  
Using your script to close a deal

**Practice Exercises:**

Mock Business Interviews  
Networking in a Large Audience  
Drafting Professional Follow-up Correspondence

**Textbook(s):**

How to Sell Anything to Anyone

**Class Location:**

Depending on location (City, State, Neighborhood)

**Class Time Schedule:**      Weekdays (4:00pm – 5:30pm)      Weekends (afternoon/evenings)

By studying salesmanship, students can learn self-confidence, motivation, friendliness, and the persistence necessary to overcome obstacles and solve problems. Sales can offer a challenging and rewarding career for those who enjoy interacting with people from all walks of life.

## Enterprise Activity Requirements

1. Explain the responsibilities of a salesperson and how a salesperson serves customers and helps stimulate the economy.
2. Explain why it is important for a salesperson to do the following:
  - a. Research the business prospect to be sure the product or service meets the needs of customers.
  - b. Learn all about the product or service to be sold.
  - c. If possible, visit the location where the product is built and learn how it is constructed. If a service is being sold, learn about the benefits of the service to the customer.
  - d. Follow up with customers after their purchase to confirm their satisfaction and discuss their concerns about the product or service.
3. Write and present a sales plan for a product or service and a sales territory assigned by your counselor.
4. Make a sales presentation of a product or service assigned by your counselor.
5. Do ONE of the following and keep a record (cost sheet). Use the sales techniques you have learned, and share your experience with your counselor:
  - a. Help raise funds through sales of merchandise or of tickets to a IBSA event.
  - b. Sell your services (online business listing, WordPress Website, Etc.) to local businesses and small nonprofit organizations. Follow up after the sale is completed and determine the customer's satisfaction.
  - c. Earn money through selling.
1. Do ONE of the following:
  - a. Interview a salesperson and learn the following:
    1. What made the person choose sales as a profession?
    2. What are the most important things to remember when talking to customers?
    3. How is their product or service sold?
    4. Include your own questions.
  - b. Interview a retail store owner and learn the following:
    1. How often is the owner approached by a sales representative?
    2. What good traits should a sales representative have? What habits should the sales representative avoid?
    3. What does the owner consider when deciding whether to establish an account with a sales representative?
    4. Include your own questions. Investigate and report on career opportunities in sales, then do the following
6.
  - a. Prepare a written statement of your qualifications and experience. Include relevant classes you have taken in school and merit badges you have earned.
  - b. Discuss with your counselor what education, experience, or training you should obtain so you are prepared to excel in sales.

## Resources

*History of American Business, Business & Professional Communication, Fundamentals of Entrepreneurship, Personal Time Management, and Public Speaking Pamphlets*

## Recommended Books

- Adams, Rob, and Terry Adams. *Success for Less: 100 Low-Cost Businesses You Can Start Today*. Entrepreneur Media, 1999.
- Brescoll, James, and Ralph M. Dahm. *Opportunities in Sales Careers*. VGM Career Horizons, 1995.
- Girard, Joe, and Stanley H. Brown. *How to Sell Anything to Anybody*. Warner Books, 2001.
- Joachim, Jean C. *Beyond the Bake Sale: The Ultimate School Fund-Raising Book*. St. Martin's Press, 2003.
- Otfinoski, Steve. *The Kid's Guide to Money*. Scholastic, 1996.
- Schiffman, Stephan. *25 Sales Skills They Don't Teach at Business School*. Adams Media, 2002.

## Salesmanship: A historical perspective and its attributes

Salesmanship or Personal Selling is the oldest and most common form of promotion. It involves direct selling to the prospective buyer. It is a face to face and oral communication with the potential customer for the purpose of persuading the buyer to buy a particular product or service. It is an important method of understanding the needs, nature and behavior of the prospective customers and giving them full information about the product in question. The information obtained helps the entrepreneurs company manufacture the product according to the demand of customers. Being personal in nature, it is an indispensable technique of promotion. **A firm undertakes personal selling with the following objectives:-**

- To introduce new product or service with a personal touch.
- To create demand for the products or service so that it becomes in demand and accepted.
- To clarify the doubts of customers personally.
- To create effective selling at the least cost and to secure repeated sales.
- To provide valuable feedback to the managers, supervisors and the company.

Success of personal selling depends upon the skills of the salesman, the framework in which they work, as well as increasing their knowledge and experience. An effective salesman should be completely aware of the product/service and should be able to convince the prospective buyer. They should also know well about the company/firm they are representing and be able to answer all the queries of the customer's. **To be effective, a salesman should have the knowledge of the following types:-**

- **Knowledge of self** :- They should be able to make the best use of their personality by continuously assessing themselves and analyzing their qualities in the light of the requirements of their job. This will help them to improve upon their strengths and overcome their weaknesses through training and experience.
- **Knowledge of firm** :- They should be fully conversant with the history of the firm. They should also have a thorough knowledge of the objectives, policies, standing and organizational structure of the firm. Such knowledge will help them to utilize the strong points of the firm in personal selling.
- **Knowledge of product** :- They should be able to convince customers about the features and utility of the product by removing their doubts and objections. Thus, they should have full knowledge about the nature of the product/service, relevant details, terms and conditions of sale, distribution channels used and promotional activities.

## AccessPoint Income Opportunity Program

- **Knowledge of competitors** :- In order to prove the superiority of his product, they must have full knowledge about the competitive products, their positive and negative features. Knowledge of competitors' sales policies, their brands and prices, etc, is also helpful.
- **Knowledge of customers** :- In order to be successful, they must use the right appeal and approach. They should be able to understand the prospects correctly and quickly; and to motivate and win them permanently. They should, therefore, have complete knowledge of the nature and type of customers (their age, location, sex, income, education, etc.) and their buying motives (low price, convenience, prestige, fashion, etc).
- **Knowledge of selling techniques** :- Above all, good sales representatives should be well-versed in the principles and techniques of salesmanship. They should pay undivided attention to the customer, be courteous and sympathetic towards customers, never lose patience, consider customer as the king, aim to build permanent customers and goodwill, serve the customer in the best possible manner, etc.

Personal selling has the advantage of being more flexible in operation in contrast to mass or impersonal selling through advertising. Salesmen can tailor their sales presentation to fit the needs, motives and behavior of individual customers. They can observe the customer's reaction to a particular sales approach and then make necessary adjustment on the spot. The seller can select the target market for its product/service and concentrate only on the prospective customers. Personal selling is more effective as compared to other tools of promotion because it leads to actual sales.

### Students Receive:

#### Professional attire

##### Boys

Jacket  
Slacks  
Shirt  
Tie  
Shoes

##### Girls

Dress Suit  
Blouse  
Shoes

*\*Laptop w/PowerPoint Presentation*

*\*Monthly Bus Pass*

*\*Professional Leather Binder*

*\*Sales Receipt Book*

*\*Access to Barber/Hair Stylist As-Needed*

*\*Student receives a new iPad after signing up 50 business sponsors to our online directory*

*\*Monthly outing to a restaurant signed up by a student*

*\*Graduation at end of three month course*

*\*Two or more field trips to interesting small business, major corporation, nonprofit or foundation*

*\*Referral to other community-based organizations, programs and activities*

*\*Students encouraged to shop at businesses they sign up or those signed up by their peers*

*\*Every two-weeks students will give a brief overview of businesses they visited, anything unique they encountered and/or a presentation on some techno-gadget they heard about and researched*

## AccessPoint Income Opportunity Program

<u>Income Opportunity</u>	<u>Price</u>	<u>Commission</u>
T-shirts and other products/services	\$13.00	20% & Up

### Annual Rates & Commission Earned

Basic Online Business Listing	\$80.00	50%
Premium Online Listing	\$120.00	50%
Donor Contribution	\$40.00/up	50%

### Product/Service Sales

Greeting Cards	\$15.00	\$7.00	<i>Seasonal</i>
Calendars	\$15/\$20	\$8.00/\$11.00	<i>Seasonal</i>
Raffle Tickets	\$5.00/\$10 (per ticket sold)	50%	<i>Seasonal</i>
Webpage	\$120.00	50%	
Other	(to be determined on a case-by-case basis)	“	<i>Contractual</i>

**\*Annual Revenue Potential for Youth Representatives** - (based on residual commissions)

**500 business listings [BASIC] x \$80.00=\$40,000** (divided by two equals **\$20,500**)

**500 business listings [PREMIUM] x \$120.00=\$60,000** (divided by two equals **\$30,000**)

**1,000 individual program sponsors x \$40.00=\$20,000** (divided by two equals **\$20,000**)

Commissions earned are determined by the rates outlined above

### Minimum Participation & Reporting Requirements

*Document all program-related financial transactions in receipt book and computerized form*

*Forward all subscriptions information and any financial documents to IBSA in a timely manner*

*Compile and maintain database of computerized files in digital formats*

*Create business directory profile(s) for paid subscribers they signup*

*A Gmail email account to use for program communication and to receive payments via PayPal*

*All other requirements as outlined during the initial orientation and covered in the first day of class*

### Proprietary Use & Authorization

*Access to the IBSA Intranet and websites for accessing information, forms and other resources*

*\*Youth representatives can receive the same commission annually, upon renewal of those businesses and individual program sponsors they encourage to support their participation in this program*

**Three Month Program Fee (Youth/Young Adults):      \$1,295 per course      Age(s) 14 - 23**

*Participation requires interested youth to attend orientation, show up to the first workshop and complete 80% of all required course work and assignments.*

**Annual Program Fee:                      \$50 per year                      Age(s) 14 - 24**

<b>SIGNED REPRESENTATIVE AGREEMENT: (must maintain active status to continue to receive commissions)</b>
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### **National Office**

Program Director:                      Lazone Grays                      913-735-4272                      lazoneg@ibsa-inc.org

Program Manager:

Program Coordinator: