Title page

Sales presentation

Negotiations worksheet

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| Customers concern | Type of concerns | Possible response |
| You are not able to get the instance that you wants and the availability zone.  Computing is too slow and is fast only with the slowest link of information. Pulling images take even more time.  It really involve high cost and you have to pay separately for services.  I am not satisfied with the service provider. | Need  Time  Price  Source | Direct denial/ superior benefit  You will not have to face this issue with Microsoft Azure. Azure offers a complete solution to clients for building applications.  Third party testimony  I agree that there had been some issues in the past. However I assure that you will be able to pull images at fast speed.  Superior benefit  We will offer you discount and many services that will allow you to manage cost.  Trial order  The service will be improved in the future. What can I do for taking a trial order? |

Closing worksheet

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| Closing clue prospect | Closing method | Closing statement |
| I like this offer.  How could I make payment.  I would like to place order few days later.  I have viewed the proposal that seems to be satisfactory. | Direct appeal close  Multiple options close  Assumptive close  Summary of benefits/ direct appeal close | Could I place an order for you?  You can pay via credit card online and Paypal.  I would recommend you to book the order and you can make payment in few days.  The solutions are focusing on offering you best quality services, helping you meet deadlines and cost-effective computing. |

Servicing sales worksheet

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| Method of adding value | What will you say or do |
| Follow-through  Setting up a secure website and sharing the link with the customers so they can track the delivery of the computing service.  Follow-up  Sending a tank you letter to the customers who made a purchase and taking their feedback.  Expansion selling  Suggesting purchase of other relevant products and also instruct them to use GPS technology. | Setting a secure website in a timely manner and contacting customers on the decided date. Explaining the process of acquiring information from the website.  Expressing sincere appreciation to the customer about purchasing thee product and explaining steps in which long-term relationship can be maintained.  Encouraging customers to ask questions about the products.  This will allow to track the customers and convince them for buying products in the future. This will be used for finding how often the customers are using the website. |

Face-to-face calls

1. First call

With the first customer I had to discuss the follow-up on a delivery.

* Progress/position in the sales cycle: I explained to the client the reasons for the delay in service. “It was due to some technical error. Don’t worry you will get the service in 24 hours”.
* Objections raised and addressed: The client raised some objections such as the delay in the delivery of the Microsoft Azure service. The client mentioned computing is too slow and is fast only with the slowest link of information.
* Closing techniques used: summary of the benefits is used (Jansen, 2011). “The solutions are focusing on offering you best quality services, helping you meet deadlines and cost-effective computing”.
* Specific after-sales service priorities identified: I will update the customers about the nature of the service. This will be used for increasing their satisfaction related to the service.
* Action promised/assistance needed suggests to deliver this report to the compliance department who can follow up with this actual prospect on delay issue.
* The important information that I believe should be documented is about explaining the benefits of the related products such as building applications and offering discounted packages.

1. Second call

The second call is with the client who wanted to save costs by using Microsoft Azure.

Progress/position in the sales cycle: The client complained about the price so I mentioned “We will offer you discount and many services that will allow you to manage cost”.

* Objections raised and addressed: the product is very costly and I am looking for alternatives to save money.
* Closing techniques used: Multiple options method is used. I will suggest the customers to save money by using the discounts and paying in installments.
* Specific after-sales service priorities identified: Pre-installation services are explained to the customer.
* The action promised/assistance needed—have a plan to deliver this report to the sales manager who can follow up with this actual prospect of complaints made by the customer.
* Additional important information that I believe should be documented include explaining the trial versions and customized options for saving costs.

1. Third call

My third call will be to the People who conduct research about cloud computing or visit such products are targeted.

* Progress/position in the sales cycle: Product approach is used in which free trial version is offered to the clients. This will allow the customers to evaluate the product and increase their possibilities of buying it (Clarke, 2019).
* Objections raised and addressed: No such objections raised but the client lacked information about the usability of the Azure services.
* Closing techniques used: Direct appeal is used. “You must try the trial version. So could I place an order for you?”
* Specific after-sales service priorities identified: Online support is offered that allow customers to gain adequate awareness about the product and its benefits.
* Action promised/assistance needed suggests to deliver this report to the salesperson who can follow up with this actual prospect of addressing client’s concerns.
* Additional important information that I believe should be documented include briefing about the features of Azure and cost-effectiveness that will persuade the clients for buying the product.

Reflection

* After completing the three worksheets I was well prepared because I had collected information about the possible questions that customers could ask. I think I must also add details about how to deal with angry clients because the worksheets contain general information. The additional preparation include methods for handling the regular and new customers. This is because the level of awareness and perceptions of both will be different.
* After making the calls I convinced two customers to place the order and purchase the service. One customer only agreed to try the trial version that I believe is a good indication of his future consumption. I think in the case of the third call I could have used more convincing words such as “Don’t you worry about the price or quality. I assure you that the price will be justified”. This could have emotional impacts on the customer and he could have made a purchase.
* I learned different strategies about the sales abilities such as a salesperson must be prepared for catering the needs of the customers. He must be able to use his communication skills for convincing the client about the benefits or usability of the products/ services. The most important aspects of selling is to maintain a positive relationship that requires patience and tactics. I also learned that a salesperson must provide solutions to the customer that increases their likelihood of purchasing a product.

References

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