

# Sales Call





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# Approaching Workplace



## Task 1

Look at the following pictures. Tell what you know about the stores and what visiting frequencies a sales rep should plan for each of them.



Wal-Mart (daily sales: \$500,000)



Metro (daily sales: \$800,000)



7-Eleven (daily sales: \$20,000)



Small Store (daily sales: \$10,000)

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# Approaching Workplace

## Task 1

**Wal-Mart** is the undisputed retail leader in North America and tops the global list of retailers. Their slogan “Save Money, Live Better” is very customer-friendly. It has 8,900 stores spanning 15 countries under 55 different names. For this company, sellers have to contract him frequently, once or more a week to insure the goods is enough for the large amount of consumers each day. (Possible visit frequency: once a week)



# Approaching Workplace

## Task 1

**Metro AG**, known as the Metro Group, is a German retailer and wholesaler group. It has the largest market share in its home market, and is one of the most globalised retail and wholesale corporations. It has its international presence all over Europe, Asia and Africa. For this company, sellers have to contact him regularly. The goods there are often stored in large size. (Possible visit frequency: twice a week)



# Approaching Workplace

## Task 1

**7-Eleven** is part of an international chain of convenience stores. It is the world's largest operator, franchisor, and licensor of convenience stores. For these stores, sellers also have to contact it frequently, because the goods there are various with limited amount.

(Possible visit frequency: once every two weeks)



# Approaching Workplace

## Task 1

**Small shop**, a retail store operated by individual enterprise, sells goods for daily use. It often presents in an area with less amount of consumers.

(Possible visit frequency: once every four weeks)



## Task 2

**Now discuss the questions below and then report to your class.**

1. Have you ever sold any product to others? Or has anyone else ever sold a product to you?

**Free answers.**

2. What qualities or skills do you think are very important in a successful sale?

**I think the following qualities or skills are very important in a successful sale:**

- 1) Know your product very well and have confidence in it;
- 2) Know your customer's needs;
- 3) Make the selling points of your products clear to your customer;
- 4) Be good at listening;
- 5) Possess good communication skills.



## Task 2

3. What do you know about a sales call?

**A sales call refers to a salesman's personal visit to a customer, or his telephone call or writing email to the customer.**

4. What do you think are the main points in a sales call?

**For an old customer, the salesperson may ask him about his recent sales and encourage him to sell more.**

**For a potential customer, the salesperson may greet him and ask about his needs and introduce products to him.**

5. Suppose you are a salesperson and you look after many customers.  
How do you manage and visit them?

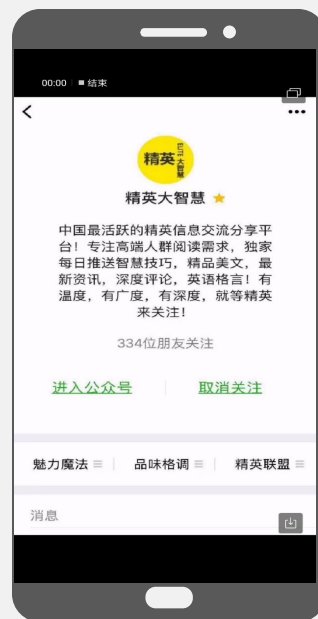
**You should classify your customers into 3 or 4 categories according to their sales volume and visit them with different frequencies.**

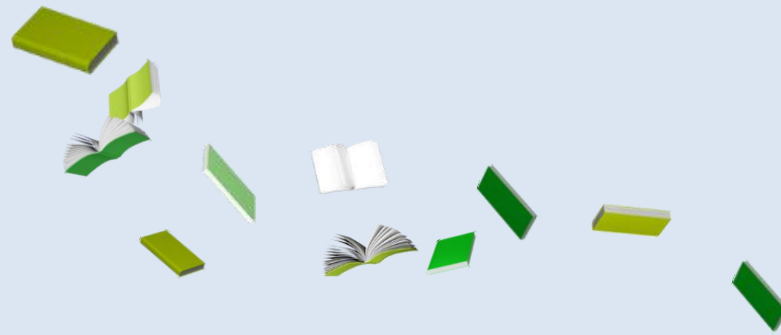


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**Thank You!**