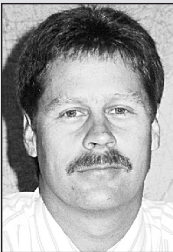


Chapter 4 Outline

Prospecting
 Qualifying Prospects
Preparing for the Presentation Sales Call
 Pre-Presentation Planning
 The Sales Kit
 Projecting a Professional Image
The Presentation Sales Call
 Step 1: Opening the Sales Call
 Step 2: Getting Client Involvement
 Step 3: Presenting Your Property
 Step 4: Overcoming Objections
 Step 5: Closing and Following Up
Improving Sales Productivity
 Time Management
 Key Account Management

Competencies

1. Describe the objectives of various types of personal sales calls. (p. 137)
2. Identify sources for prospecting individual and group business and explain how salespeople qualify prospects as potential clients. (pp. 138–146)
3. Describe how salespeople can prepare for presentation sales calls and project a professional image when making presentations. (pp. 146–156)
4. Summarize the five steps of a presentation sales call. (pp. 156–169)
5. Explain how salespeople can improve their productivity through efficient time management and key account management. (pp. 169–176)



Insider Insights

Greg Hendel
Co-Owner, Best Western Host Hotel
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“Some people refer to marketing and sales as prospecting, but I like to think of it as detective work. A good salesperson is constantly asking questions. “Who’s coming into town?” “Who uses rooms of this type?” “How can we determine additional sources for our business?” Marketing and sales are limited only by a salesperson’s imagination!”