**Business**

**Week 16: Sales Techniques**

**Handout 1: Sales Process**

**Objective:**

* Learn the steps of an effective sales process.

**1. What is a Sales Process (销售过程)?**

The sales process is the steps a business follows to sell a product.

**Steps of a Sales Process:**

1. **Find Customers (寻找客户):**  
   Identify people who might want your product.
2. **Present the Product (介绍产品):**  
   Explain how it works and its benefits.
3. **Handle Questions (解答问题):**  
   Answer customer concerns.
4. **Close the Sale (完成销售):**  
   Confirm the customer’s purchase.
5. **Follow Up (跟进):**  
   Check if the customer is satisfied and offer support.

**2. Activity: Role Play the Sales Process**

**Task:**  
In pairs, one person acts as a salesperson and the other as a customer. Practice the sales process using a product of your business.

**3. Homework:**

Write a short dialogue showing how a salesperson can handle customer questions and close a sale. **(Assignment activity)**

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**Handout 2: Customer Relationships**

**Objective:**

* Understand the importance of customer service and building relationships.

**1. What is Customer Relationship Management (客户关系管理)?**

Customer relationship management is about creating strong connections with customers to keep them coming back.

**Ways to Build Strong Relationships:**

1. **Listen to Customers (倾听客户):**  
   Understand their needs and feedback.
2. **Solve Problems Quickly (快速解决问题):**  
   Handle complaints in a friendly and helpful way.
3. **Offer Rewards (提供奖励):**  
   Use loyalty programs or discounts for repeat customers.

**2. Activity: Solve a Customer Problem**

**Task:**  
In small groups, roleplay how you would respond to an unhappy customer who received a faulty product.

**3. Homework:**

Describe a good or bad customer service experience you’ve had and explain how it made you feel.

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