

10

Steps for a successful “Retail Sales Call”

Abdul Gafoor

1

Plan the Call

Review the situation

Analyze problems and appointments

Set the objectives

Plan the presentation

Check your sales material

2

Review plans



**Before you leave your vehicles to enter the outlet-
Review your plans, sales call objectives, order
forms, debit amount, Sales history, Priority
products, damaged stocks, expired products, POP
materials, etc.**

3

Greet Personnel

Give a friendly greeting to outlet personnel.

Alert the outlet in charge for the sales act.

4

Check the outlet condition

Note appearance of stocks on shelves

Check the competition stock on shelves.

Note out of stocks on shelves

**Perform a quick fix by straightening shelf
stock**

Report competitive activity.

**Check back room (storeroom): Locate
product to correct out-of-stocks. Use reserve
stock for special display**

5

Approach



Keep it short

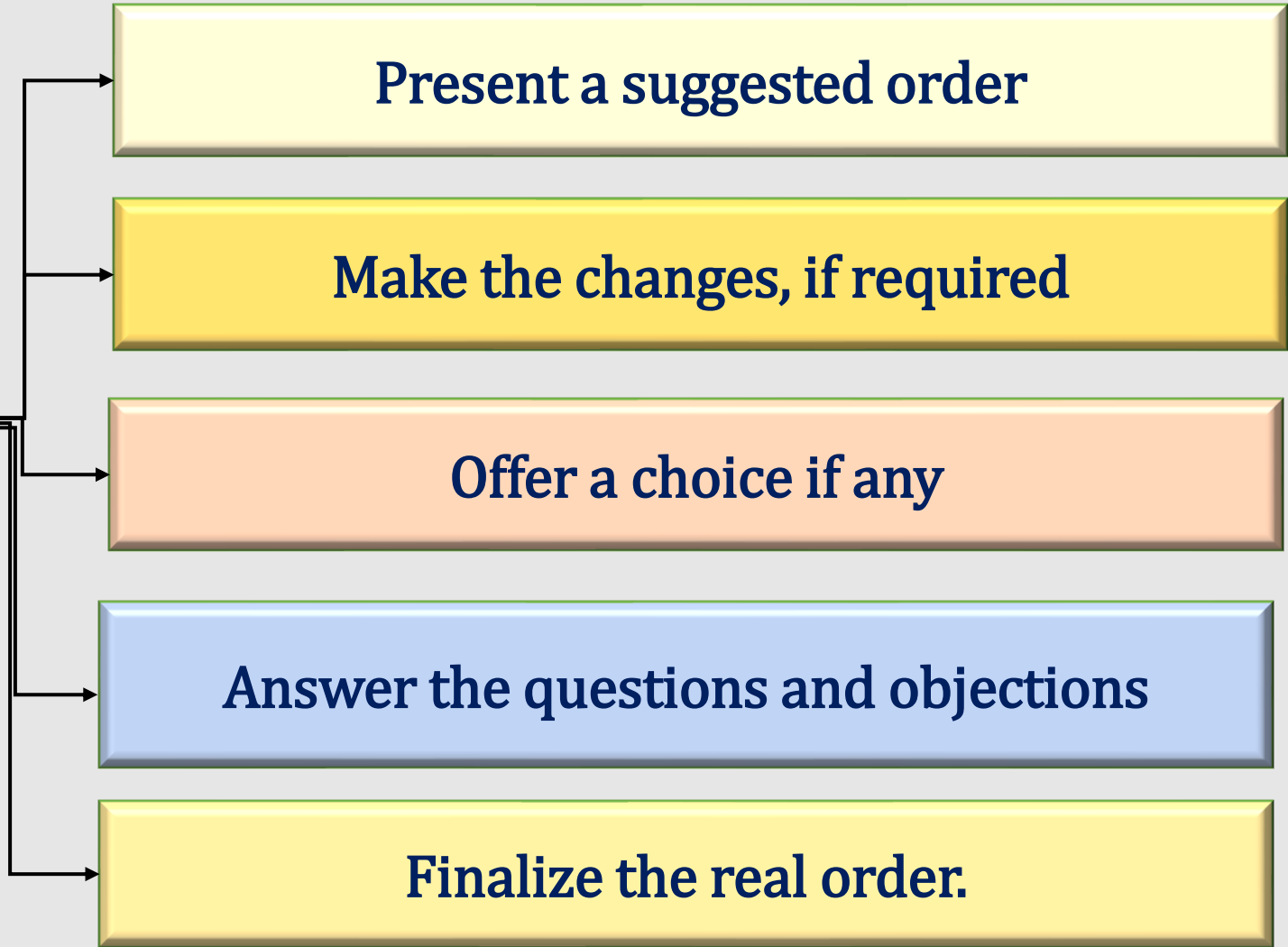
6

Presentation

- Make it logical, clear, interesting.
- Tailor it to dealer's style.
- Present it from dealer's point of view
- Use sales tools.
- Inform product promotions, discounts, new packs, new products etc.
- Collect the order

7

Close



Merchandising

```
graph LR; A[Merchandising] --> B[Dress up the shelves]; A --> C[Build the displays, brand image windows];
```

Dress up the shelves

Build the displays, brand image windows

9

Record & Reports



```
graph LR; A[Record & Reports] --> B[Complete them immediately after the call];
```

Complete them immediately after the call



10

Analyze the call

```
graph LR; A[Analyze the call] --> B[Review the call to spot strong and weak points.]; A --> C[How could the sales calls have been improved?]; A --> D[How can the next call be improved?];
```

Review the call to spot strong and weak points.

How could the sales calls have been improved?

How can the next call be improved?

Thank you very much

Abdul Gafoor