

Lesson Plan 5 - Professional Selling

Does your business sell directly to other businesses? Are you offering a product or service that is a substantial investment that requires a lot of information/education to help potential customers make an educated decision? Does your product require customization for each customer? You may want to learn more about the art of professional selling.

Objective: To understand and be able to apply the steps of the sales process in professional business to business situations.

Day 1 - Local Entrepreneur - Anna and Nathanael Bailey

Class Discussion - Watch the video - [Bailey Builds - Making it Up North](#)

Discussion Questions: How well does this husband and wife team work together? What areas of the business do they each have? What would some of the struggles and some of the positives of working with a spouse be? Do you think this a sustainable growth business concept - why or why not? Why do you think these two started this business? If a business cannot grow larger than 1-2 owners part of full time, should it exist? Why or why not?

Bring up the Web site - [Bailey Builds](#)

Discussion Questions: What is the focus of their web site? Could they do more than just e-commerce? How would you get people to this web site?

Student Homework: Think of one situation where you came across a salesperson. Write down a few notes about what you remember and bring them to class tomorrow.

Day 2

Class Discussion - Talk through homework assignment and learn what students look for in a good salesperson.

Instructor presents slides 1-5 [Presentation on Professional Selling](#)

Instructor sells a student a stapler and gets class feedback.

Group Discussion - in groups of two each students picks from a list of 10 products and attempts to sell their partner the item. Answer the following questions after trying to sell the item: What was most difficult about the process? What percentage of the time was the salesperson talking vs the potential customer? What made you uncomfortable as a salesperson and as a potential customer?

Class Discussion - Share answers from around the room and to come up with a consensus of what works and what does not seem to aid in the sales process. Talk about what is different about common items and retail sales from professional selling from business to business.

Day 3

Group Discussion -Instructor presents slides 6-10 [Presentation on Professional Selling](#)

Watch a Shark Tank episode. Follow up questions: How is the Shark Tank episode different from professional selling? How is it the same? How would you rate the entrepreneurs selling techniques and abilities?

Several business examples are given and class walks through the steps of the sale for each. Examples include selling new computers (20-30) to a medium size business and selling copiers to a brand new high school.

Student Homework - Identify a business to business product or service that you will be selling to instructor.

Day 4 - Practicing the sales pitch

Practicing and sale - Student presentations start

Group Discussion - In groups of two, students sell their product or service to each other. Two partner switches are made so every student gets an opportunity to try their pitch at least three times. After each pitch, students are required to give feedback and make notes on changes to presentation. The instructor is also listening to presentations and giving feedback.

Day 5 - 6 - Student presentations to instructor

Emphasis is put on covering all the steps of the sale -- not on the fluidity of the conversation.

[Steps of the Sale Grading](#)

Resources:

Web Site

[Bailey Builds](#)

Youtube/Video

[Bailey Builds - Making it Up North](#)

Handouts/Slides

[Presentation on Professional Selling](#)