

CASE 6.1
Canadian Equipment
Corporation

You work for the Canadian Equipment Corporation selling office equipment. Imagine entering the lobby and reception room of a small manufacturing company. You hand the receptionist your business card and ask to see the purchasing agent. "What is this in reference to?" the secretary asks, as two other salespeople approach.

Question

Which of the following alternatives would you use, and why?

- a. Give a quick explanation of your equipment, ask whether the secretary has heard of your company or used your equipment, and again ask to see the purchasing agent.
- b. Say, "I would like to discuss our office equipment."
- c. Say, "I sell office equipment designed to save your company money and provide greater efficiency. Companies like yours really like our products. Could you help me get in to see your purchasing agent?"
- d. Give a complete presentation and demonstration.

CASE 6.2
Montreal Satellites

As a salesperson for Montreal Satellites, you sell television satellite dishes for homes, apartments, and businesses. After installing a satellite in Jeff Sager's home, you ask him for a referral. Jeff suggests you contact Tom Butler, his brother-in-law.

Mr. Butler is a well-known architect who designs and constructs unique residential homes. Your objective is to sell Mr. Butler a satellite for his office and home in hopes that he will install them in the homes he builds. Certainly he is a center of influence and a good word from him to his customers could result in numerous sales. Thus, another objective is to obtain referrals from Mr. Butler.

Questions

1. After eight attempts, you now have Mr. Butler on the telephone. What would you say in order to get an appointment and set the stage for getting referrals?
2. You get the appointment and are now in Mr. Butler's office trying to get him to buy a satellite for his home and office. Sometime during the presentation you are going to ask for a referral. What would you say?
3. Mr. Butler buys a satellite for his home but not his office. You install the satellite yourself and then spend 15 minutes showing Mr. and Mrs. Butler and their two teenagers how to use it. Before you leave, how would you ask for a referral?
4. Three months after the installation you are talking to Mr. Butler. How would you ask for a referral?