Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Activity 6.2 – The Personal Selling Process

*Instructions: Save this document in your Office 365 Account. Read each question below and answer it in the space provided. Save all of your updated answers and share it to* *tellsworth@fillmorecsd.org* *when done.*

List the 5 Steps of the Personal Selling Process below.

* For each step identify one way technology can be used to aid a salesperson to complete each step.
* Look online to see if you can identify a specific example of how computer hardware and/or software are promoted as tools to assist salespeople with the selling and sales management process.

Step 1 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain how technology can be used to aid a salesperson and give an example:

Step 2 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain how technology can be used to aid a salesperson and give an example:

Step 3 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain how technology can be used to aid a salesperson and give an example:

Step 4 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain how technology can be used to aid a salesperson and give an example:

Step 5 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain how technology can be used to aid a salesperson and give an example: