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

Marketing 6.2 Questions

**Checkpoint pg. 142**

* What are advantages and disadvantages of personal selling to a business?

**Checkpoint pg. 144**

* What are the steps in the selling process?

**Think Critically pg. 145**

1. Why is it important for salespeople to have a good understanding of customers?
2. Why are professional salespeople often among the highest paid employees in an organization?
3. What are some ways that salespeople can determine the needs and buying motives of customers?
4. How can follow-up activities of salespeople result in high sales for the company?