MY GOALS

Use this sheet to keep track of goals for developing your sales skills.

Goal 1 What I want to achieve: By when? Resources:	**Goal 5** What I want to achieve: By when? Resources:
Goal 2 What I want to achieve: By when? Resources:	**Goal 6** What I want to achieve: By when? Resources:
Goal 3 What I want to achieve: By when? Resources:	**Goal 7** What I want to achieve: By when? Resources:
Goal 4 What I want to achieve: By when? Resources:	**Goal 8** What I want to achieve: By when? Resources:

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FEATURES AND BENEFITS

For each of the items below, write down a feature (or fact) about the item, then identify how that feature will benefit the customer. The first one is filled out for you as an example.

Item	Feature	Benefit
Polyester shirt	*Wash and wear; no ironing*	*Save time and money by drying quickly with no wrinkles.*
Coffee maker		
Leather shoes		
Silk flowers		
Gas barbeque		
Toothpaste		

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FEATURES AND BENEFITS
ANSWER KEY (FOR FACILITATOR USE ONLY)

NOTE: The responses below are meant as examples. There can be more than one correct response.

Item	Feature	Benefit
Polyester shirt	*Wash and wear; no ironing*	*Save time and money by drying quickly with no wrinkles.*
Coffee maker	*Has an electric burner*	*Allows customer to enjoy warm coffee for hours.*
Leather shoes	*Leather soles*	*Last longer so that customer doesn't have to buy shoes as often.*
Silk flowers	*Made from high-quality silk*	*The lovely look of plants without any watering or maintenance.*
Gas barbeque	*Uses a 15-gallon propane tank*	*No messy briquettes to deal with; large tank saves customer time by having to fill the tank less often.*
Toothpaste	*Mini breath strips in toothpaste*	*Saves time by eliminating the need to also use a mouthwash.*

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HOW TO HANDLE THE DIFFICULT CUSTOMER

Check the four acceptable forms of behavior below.

- ❑ 1. Show slight disgust on your face so the customer will know you consider him or her a problem.
- ❑ 2. Challenge the customer with your eyes.
- ❑ 3. Let the customer talk through his anger.
- ❑ 4. Consider the customer in an objective manner; refuse to take negative comments personally.
- ❑ 5. Listen with your eyes.
- ❑ 6. Become distant and less communicative.
- ❑ 7. Disarm customer by asking: "Are you trying to give me a problem?"
- ❑ 8. Start to whistle.
- ❑ 9. Send back the kind of behavior you are receiving.
- ❑ 10. Immediately steel yourself with a pleasant smile and say to yourself: "I'll show everyone I can handle this customer in such a way she will want to return to us for service in the future."

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