



# 9 Thinking Sales

## Background and Purpose

The idea of people's jobs having strict boundaries is becoming out of date in today's business climate. The emphasis today is on flexibility, adaptability, and responsiveness to customer needs. That emphasis frequently involves those people in contact with customers being alert to sales opportunities. This activity

- investigates the attitude, "It's not my job";
- demonstrates how *thinking sales* is good for customers and the organization alike;
- demonstrates the effect of *thinking sales* on individual motivation;
- helps participants apply the *thinking sales* mentality to their jobs.

## Objectives

By the end of this activity, participants will

- appreciate the benefits of *thinking sales*;
- be able to specify the products or services of potential interest to their customers and the action they can take to promote them.

Thinking sales has a positive effect on:

- job satisfaction;
- sense of achievement and self-worth;
- esteem within the organization;
- feeling of belonging to a team.

It also makes customers feel special, grateful, and more loyal.



## Exercise 9.1

### Directions:

Below you will find a number of statements. Indicate whether you agree or disagree with them by checking the appropriate box. Do not spend too long thinking about each answer; the answer you think of quickly probably represents your true feelings.

	AGREE	DISAGREE
1. It is difficult to stamp my personality on my job.	<input type="checkbox"/>	<input type="checkbox"/>
2. My job is about fixing, arranging, or supplying items.	<input type="checkbox"/>	<input type="checkbox"/>
3. I can do my job just as well whether the customer is present or not.	<input type="checkbox"/>	<input type="checkbox"/>
4. The “people” side of my job has little effect on my job satisfaction.	<input type="checkbox"/>	<input type="checkbox"/>
5. If customers want something, they’ll ask for it.	<input type="checkbox"/>	<input type="checkbox"/>
6. “Selling” means being pushy.	<input type="checkbox"/>	<input type="checkbox"/>
7. “Selling” is a salesperson’s job.	<input type="checkbox"/>	<input type="checkbox"/>
8. My customers would be upset if I tried to “sell” something to them.	<input type="checkbox"/>	<input type="checkbox"/>
9. “Selling” has nothing to do with customer service.	<input type="checkbox"/>	<input type="checkbox"/>
10. It would be unfair of my employer to ask me to “sell” as well as what I am currently doing.	<input type="checkbox"/>	<input type="checkbox"/>

## Exercise 9.2

### Situation 1

Mr. Smith and his fiancée walk up to the teller in a bank and deposit a check. The teller notices that Mr. Smith is a regular saver and, sensing that the question will not be out of place, asks “Saving for anything special?” Mr. Smith hugs his fiancée and says, “Oh yes. The big day’s coming up soon. We’ll be taking it all out as soon as we’ve found a house to buy.”

“Congratulations,” beams the teller. “Have you arranged for a mortgage?”

“No, we haven’t found the house yet, but we’ve been wondering about mortgages.”

“We have a system here where you apply for your mortgage now,” the teller continued. “We give you pre-approval of your mortgage, subject to the value of the property, and as soon as you find your house, it’s all systems ‘go.’ It puts you in a strong position with the seller, too.”

“That sounds great. May we have an application form please?”

Teller	Mr. Smith and Fiancée

In the spaces above, describe the effect of THINKING SALES on both the job holder and the customer. Then, in the space below, describe how you can apply this effect to your organization and your customers:

## Exercise 9.2 (concluded)

### Situation 2

Mr. Robinson goes to get his car that has just had its 50,000 mile service. The receptionist explains each item on the invoice and, before handing him his keys, asks, “I hope you don’t mind my asking, Mr. Robinson, but how much longer will you be keeping the car?”

“I hadn’t thought about it. Until it’s cheaper to buy another one I suppose. Why?”

“Well, yours has reached 50,000 miles and, generally speaking, after 60,000 miles, wear in vital components begins to show up, and that’s when the big repairs start. As a result, cars with 50,000 miles tend to depreciate more quickly.”

“I hadn’t thought about that,” replied Mr. Robinson.

“Well, this is a quiet month for the sales department, so I know you’d get a good deal. Can I introduce you to the Sales Manager?”

Service Receptionist	Mr. Robinson

In the spaces above, describe the effect of THINKING SALES on both the job holder and the customer. Then, in the space below, describe how you can apply this effect to your organization and your customers:



## Exercise 9.3

### Directions:

Even though you may not be employed as a salesperson, capitalizing on sales opportunities is beneficial to you, your organization and your customers. If you are not sure where to start, the following questions may point you in the right direction.

1. What products or services are important to your customers?

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2. What other products or services does your organization have to offer that could be of interest to them?

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3. What is the best way and the most appropriate time to bring these products and services to their attention?

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## Exercise 9.3 (concluded)

4. Complete the following table. With your group members, create an Action Plan based on your answers to the questions on page 173.

Product/Service	Action to Sell It

A final word—when people adopt customer service as a way of life, their perception of the job changes. They tend to see it in much broader terms. They still have to do the ordinary “nuts and bolts” of it, but they push the boundaries outward and thereby enter a new world where job satisfaction, sense of achievement, self-esteem, teamwork, and customer satisfaction are the order of the day.