

Reaction Paper

1.

Colleen Francis studies selling model and selling solutions. In the beginning of her lecture, she focuses on the traditional selling model and its stages. First, prospecting is performed. This stage goes before actual market research. It helps to provide market research and find out what customers want. After that, qualifying stage goes. In it, buyers are engaged in purchasing goods or services. They are able to get all information they need. At the same time, buyers qualify sellers, too. The next stages are sales solution development, presenting and closing.

After that, Colleen Francis focuses on client engagement process and ways to provide it. The most popular ways for client engagement are informal info gathering in Internet, peer engagement, industry conversation and anonymous research. Posted questions online and social media contact are less popular. However, they can be successfully used by modern companies. Without selling, companies cannot survive. Therefore, it is important to contact with customers and provide all necessary information to them.

The problem is that in modern America market size and sales are often higher than the actual number of customers. Therefore, customers often choose older companies or companies of good reputation. One more issue is that different sources of advertising influence buyers differently. The most important sources are information from friends, opinions posted online and official websites. Colleen Francis recommends using case studies in order to manage consumer engagement efficiently. They should be used on every page. They may include downloadable documents, pricing and proposals, multimedia, email signature, advertising etc. Consistent and relevant communication often affects

consumers positively.

Colleen Francis recommends using different engagement solutions for different market situations. It is useful to combine case studies, ROI tools, comparison analysis etc. Nurture is very important. Sellers should take care of their buyers and communicate with them. It is necessary to use multichannel approach to communication. It should be regular. It is also important to make communication consistent, fun but professional and personal for every client. Fair communication is vitally important. Lies are inappropriate. High value and relevancy are important, too. Without them, it is very easy to lose clients. Every seller should be ubiquitous for the clients. It is necessary to work closely with all clients through all channels. With it, it is easy to reach every client and make him/her satisfied. Using social media is important for being ubiquitous. However, it is also important to use right social media approach for every group of clients.

The lecture of Colleen Francis was useful for me. I have studied much relevant and interesting information from it. In addition, it contains many useful advices on how to communicate with customers and engage them in buying goods and services. I have studied that it is important to combine different approaches to consumer communication and to use different methods for different markets in order to succeed. I have also learned about the main features of good consumer communication such as nurture, fairness, consistency, being able to use several channels at once and others.

2.

The lecture of Doug Dvorak is devoted to the use of social media for marketing. In the beginning, he focuses on sales styles. It is good to make the style well organized, methodical, bold and decisive. At the same time, it is important not to make it not obsessed with sex, booze or bad jokes. Doug Dvorak shows the

examples of websites that created their names without thinking about their context. That made them funny and confusable. The lecturer also focuses on the importance of right representation of famous people. For example, a video with an athlete smoking can spoil his/her reputation seriously. Failure is a part of everyone's life. Even famous people fail. However, it is important to cope with problems in order to succeed.

Then Doug Dvorak focuses on the importance of social media for marketing and sales. He outlines the priorities of sales executives. The most important of them include revenue increase, sales effectiveness, increasing market share and improving consumer satisfaction. The key challenges for marketing executives include generating high-quality leads, marketing to a growing number of clients, coping with a longer sales cycle and generating a high volume of leads. For most companies, social media marketing is still moderately developed. The top mistakes include failure to observe marketers well, using too many employees with a lack of experience, inability to cope with legal issues, using fake customers and failure to provide constant marketing development.

Then, Doug Dvorak focuses on mistakes in selling activity. They can include, for example, too much contact with social media marketers. He gives some advices. It is important to move in right direction in social media marketing. It is necessary to engage customers properly and be fair with them. Relations should be optimized. Cheerleaders are important there. Approach to communication should be holistic. Offline and online marketing should be combined correctly. It is important to repeat product messages in order to make sales effective. Social media is very large. Therefore, it is important to focus on a certain group of users. The progress and success should be measured properly.

Next, the lecture focuses on search engine marketing and its importance. Search engine optimization is important for the search of the company by keywords. Search engine marketing is better than traditional one because it can help to reach large audiences, provides ads that do not interrupt customers, consumers

search for the goods they need, and they search in a source they trust. Social media marketing is a good choice in modern world. It is important to listen to the customers, and then respond them.

Doug Dvorak gives some advices concerning social media and personal information. It is wise not to disclose information that is unpleasant in social media. Otherwise, employers or clients can find it, and it will influence personal reputation badly. Then, the lecture gives some advices about marketing through blogs, YouTube and social networks. In media marketing, I is important to do everything properly on 100%.

I have studied much interesting from Doug Dvorak's lecture. I studied that social media and search engine marketing are vitally important for modern companies. In addition, I received many useful tips concerning internet advertising.

3.

In his lecture, Paul Carpenter tells about Inch Principle in sales management. It means that if one wants to change much, he/she needs to change little. Paul Carpenter focuses on Managing in the Zone concept. It puts people under control of their decision-making under pressure. It is aimed to transform natural management skills of a person in great skills. Managing in the Zone concept includes four smart choices. They are leadership development, investment opportunities, liability and preventive maintenance. Natural gifts of a manager are promoter, supervisor, director and sheriff. All these natural gifts have their peculiarities. Therefore, a person should develop them individually and use their peculiarities for successful management.

Director is brave and aggressive. Such person is not afraid of challenges. However, director needs time and cannot waste it. It is important to sell to directors wisely. They should feel they win if they buy something. Directors are

important for teams because they are connected with liability. Promoters represent one more group. They represent leadership development. They like praising from other, and they should receive it in order to work well. Promoters are emotional and charismatic. They make decisions according to their emotions. promoters like receiving attention. They often provide new ideas and inspire others, and it is important for team work. Promoters like fun and positive emotions. Supervisor group represents investment opportunities. Supervisors are steady. They are not emotional. Supervisors stay calm even in bad situations. They are aimed to help other and maintain stability. Finally, it leads to positive results. Supervisor can also prevent others from making mistakes. They stabilize the situation. Therefore, they provide opportunities for future. Supervisors give useful advices and they help to make the right choice. They keep things in order and help to avoid problems. Supervisors pay much attention to customers. They are focused on customers service and its high quality. Supervisors give advices, and they are useful for a whole organization. Sheriffs represent preventive maintenance. They are focused on numbers and facts. Sheriffs always follow the rules and make others follow them. Sheriffs like everything to be perfect. They supervise others and make them do how they think is true. Sheriffs protect everything. They do not like running a risk. They like safety and order.

Each group has its own motivators. Directors are egoistic; they like to win and not to make mistakes. Promoters like fun and being in the center of attention. Supervisors tend to resolve all conflicts. They like teams and are loyal to everybody, even if they do not benefit from that. Sheriffs are motivated by perfect solutions and keeping rules.

I have learned much interesting from a lecture. It provides interesting information about personal natural gifts. I think it is useful to use and develop them in business life. I am going to study and train my natural gifts. It will help to become successful in business. In addition, I will study natural gifts of my colleagues in order to provide successful development for our organization.

4.

In her lecture, Brooke Green focuses on Caskey Training and its importance. She is a trainer, not a speaker, and she focuses on that. Brooke Green tells about so called sales mind. It helps to manage sales process properly. Sales mind is not a person's words. it is in mind; in what the person thinks. After that, Brooke Green focuses on sale and their nature. The lecturer states that sales are not easy to understand and manage. Many people see them as a real issue to cope with. Brooke Green herself was involved in sales sphere by accident. In the beginning, this sphere seemed very problematic for her. However, she managed to succeed in sales. She was a good marketer. Many her clients were her friends, and they really loved her. After that, she started training salespeople.

It is necessary to understand the nature of selling. A salesperson should understand how to see and feel selling. Sales process has different stages and challenges. It is important to find a right person. It means finding a right client to trade sell goods too. The selling cycle should be constant. it is important to keep it moving and not to stop the cycle, otherwise it will be difficult to start it again. It is necessary to communicate values. the customer should understand well what you want to sell and what benefits it has. It is important to outline several goals in selling process and always try to achieve them.

Working with clients has many challenges. Most people are scarce thinkers. A salesperson should think abundantly about the marketplace. Buyers are thinking about their problems and daily life; and salesperson should be able to communicate his/her abundant thinking to them. Common people are not abundant in their thinking, they may not understand a salesperson.

It is important to focus on intents and your ego. Winning is important. however, a salesperson should be focused on helping others. If you help your client properly, you will succeed in sales and win. However, it is important to detach from emotions. You should not think about the result always, you should do the

right things to reach this result. It is important to do everything in balance. “Giddy Girl” Syndrome is negative. It can cause negative issues. Every salesperson should set the ground rules for every situation. They should be always kept. It will help to succeed and have positive results. It is important to remember that every sales problem has its roots in the way of thinking. If one changes his/her thinking and behavior, he/she will be able to change results.

I have learned some interesting and useful things from this training. I have learned how to think and behave in order to be successful in sales. It is important to understand rightly, what you do. In my real life, I will use some advices. I will try to change the clients’ way of thinking, because it is scarce. I will also try to change my thinking and behavior in order to become successful in sales.