

**Unit 7****Lesson 7.5 – Sales Game Plan**

Intro to Promotion &amp; Sales

**STUDENT ACTIVITY****Instructions**

*In this exercise, you will formulate your own "game plan" to prepare you for the sales process. Write a one-page plan on a separate sheet of paper and include a brief description of the individual skills you possess that will ultimately make your plan a success! Use the questions below as a guide.*

---

- 1) Did the first website you visited offer merchandise online? If no, what was it?
- 2) List six (6) different *individual strengths* will put them in a position to be successful.
- 3) What personality traits and/or personal skills do you have that are typically consistent with successful sales professionals? How will this self-assessment help you create an effective plan?
- 4) Will your plan incorporate knowledge of the products/services that you will be selling?
- 5) Will your plan incorporate a profile of prospective customers? Will you know who they are?
- 6) Will your plan discuss any time management strategies?
- 7) Will your plan identify those characteristics consistent with effective sales professionals?
- 8) Will your plan describe your sales strategies?
- 9) Will your plan involve networking, prospecting, cold calling or seeking referrals? Will your plan include the practice of "knocking on old doors"?
- 10) Will a customer service strategy be included in your plan?