

**INSTRUCTIONS (PART 1)**

You are the sales manager for ESPN radio. You have a staff of ten sales representatives covering your territory (which encompasses Wisconsin, Minnesota, Illinois, Iowa and Ohio) selling advertising for your affiliate stations in the region. Sales have slipped in the last six months and you have been advised by your boss to re-evaluate your existing sales strategies.

As part of the evaluation process, answer the questions below.

QUESTIONS

1. Differentiate between collaborative selling, transactional selling and team selling.
2. Which of these strategies provides the best fit for your department? Why?
3. Think back to lesson 7.1 and the sales process. Is your staff doing everything they can to maximize sales? Why or why not? Using specific examples from lesson 7.1, explain your answers.

ACTIVITY INSTRUCTIONS (PART 2)

There are a number of sales skills and techniques essential to a successful sales effort. Consider these factors as you consider how to help your staff increase advertising sales in your territory.

4. What are some sales skills and techniques that you might want to discuss with your staff?
5. How can those techniques help your sales staff increase sales?