

**MKTG 3600 – Exercise #3**

**NAME:** \_\_\_\_\_

**The Task:** Many times we have to point the buyer to key issues of discussion via the use of directive questions. For your final call you will be selling Crystal Mountain Resort & Spa (crystalmountain.com). For this exercise your job is to be ready to direct your customer to think about each of the main categories of the product you sell. An effective salesperson will have appropriate Targeted Receptive questions ready to go for each category (e.g. “When considering the meeting space you need, what is important to you?”). That part is easy. The harder part is to direct the buyer into a discussion concerning needs or challenges they haven’t yet thought about. That is what this assignment works on.

Thus for this assignment you will need to figure out two directive questions for each of the four main categories that will be part of your sales call on CMR (meeting space, food, accommodations, and activities). The process you will use will be to identify a feature/benefit that CMR has in that category, figure out who would want that, and ask a question that helps identify if the buyer is one of those people, and then repeat it twice for each category. This question should help you move the conversation towards that value/selling point. These directive questions should not be leading questions (“do you want more comfortable chairs?”) but instead should focus on the customer’s experience with the intent of connecting on that with the selling point (“How Long ...?” If long, then sell ergonomic chairs).

To help you in the process of crafting directive questions, start by reviewing pages 72-73 of your course pack. Then use the following procedure:

1. Identify a feature/benefit that CMR has in the category being considered (Ergonomic Chairs make sitting all day more comfortable)
2. Think about what type of buyer would seek that benefit (Buyers doing longer meetings or buyers with VIP’s in the room)
3. Craft a question to see if the buyer is that type of buyer (“How long will your meeting be?” or “Who is attending?”)

In order to help you understand what I am looking for I did two buyer-question chains for the ergonomic chair benefit, for your assignment, you only need to do one chain per benefit. But you do need to do two benefit-buyer-question chains per need category as the table implies.

**Important Notes:** I suggest deleting the paragraphs above and just handing in the completed table (it will become bigger as you type within.) **This document MUST be typed and no longer than one page.**

Need Category	Feature / Benefit that CMR has	What type of buyer might want this feature/benefit?	Directive Question
<b>Meeting Space</b> (Meeting facilities, technology, etc)	1. Ergonomic Chairs that make sitting a long time more comfortable	Buyers that have long meetings.  Buyers hosting meetings populated by more senior managers or key customers	“How long will your meetings be?”  “Who are the attendees at your meeting?”
	2.		
<b>Food</b> (Restaurants, catering, etc.)	1.		
	2.		
<b>Accommodations</b> (hotel rooms, condos, etc.)	1.		
	2.		
<b>Activities</b> (golf, ski, evening festivities, etc.)	1.		
	2.		