

MKTG 3600 – Professional Selling

SPEED SELLING REVIEW + OBJECTIONS EXERCISE

Objective: Gain insight into your performance on your Speed Selling assignment while also learning to anticipate objections and craft potential responses.

The Actual Task: The assignment has two parts.....

Speed Selling Review: Watch your speed selling video and critique yourself. Identify the strong and weak parts in the following three categories:

- (1) General Communication Skills
- (2) Organization and Structure
- (3) Persuasiveness + “Brought to Life”

In each of these categories explain what you think you did well and what you need improvement on. Organize this part of the document into these three categories, plus split each of the three sections into “good” and “bad” sections. Overall this should take about 50% of the document.

Anticipate Objections: Consider your resume, yourself, and your speed selling and identify three objections you think would logically and rationally flow from that analysis. For each of these, document the objection and your response in the format below:

Objection: Reason why a “normal person” potentially hiring you for a typical post-graduation job in your field might have this objection. Be concise but explain this enough so that the reader understands this objection. Start this section with a word or phrase that captures the essence of this objection (e.g. Inexperienced or Poor GPA).

Response: In no more than five sentences explain your response to this objection. Write this section like a quote. In other words write the exact words you would use to attempt to remove this objection if you were speaking with an employer.

Document Requirements:

Start this document with your name, bolded and centered, with your major underneath your name (centered, not bolded).

This document should be typed and single spaced. It should be free of typos and grammar mistakes and should be formatted in an easy to follow and fully professional way (the objections part should be formatted exactly as indicated above). The document cannot exceed one page and must use at least one inch margins on all sides.

Grading:

Grading will be based on the insight and organization of both parts of this document.