










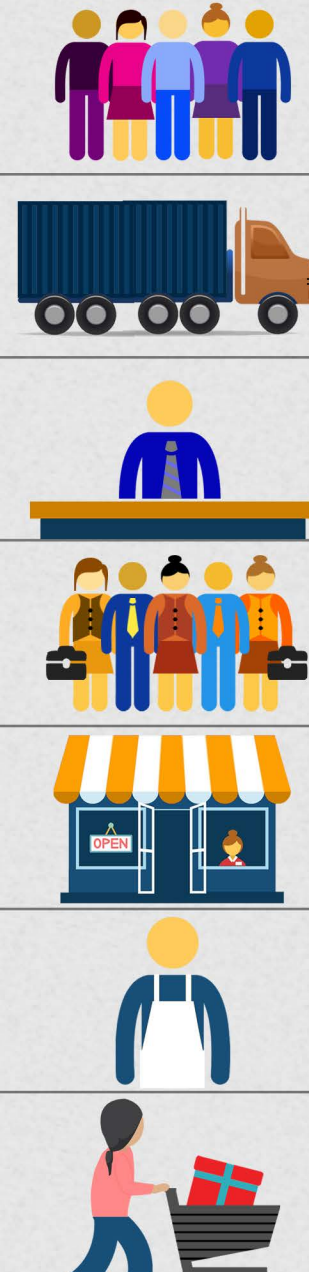
The Seven Sales

Everyone Buys for a Different Reason

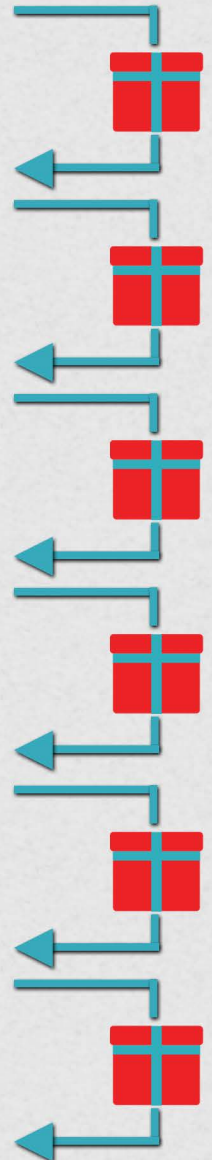
Company or Producer Must Sell Each Level:

- 1**  **Sell Staff**
Buys Company Mission & Takes Pride in Product
- 2**  **Sell Distributors**
Buys for Strategic Reasons
(Example: Local Retailers are Pre-sold by Producers)
- 3**  **Sell Distributors' Sales Manager**
Buys for Producer Support to Achieve Sales Goals
(Example: Producer Has Local Sales Representative)
- 4**  **Sell Distributor's Salespeople & Other Salespeople**
Buys for Commission or Bonus
(Example: Incentives for Placement & Volume)
- 5**  **Sell Retail Buyer**
Buys to Profit From the Product's Success
(Example: Hot Seller in Other Markets & Marketing Materials)
- 6**  **Sell the Retailer's Clerk**
Buys For Appreciation From Producer & Customer
(Example: Producer Provides Samples & Lunch)
- 7**  **Sell Customer:**
Buys for Quality, Price & Availability
(Example: Good Reputation, Accessibility & Reliability)

Levels



Links



For a Company Selling a Product Through a Distribution System

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