

MARKETING SALES

Electromate 400 Plus Power Station



I. Personal Selling Philosophy

A. Marketing Setting

The Marketing setting for Black and Decker's Electromate 400 Plus Power Station, model no. PS400JRB or the Electromate 400 Plus would usually be through a major retailing outlet such as Home Depot, Lowe's, Target, Sears Walmart, or Menards.

The Electromate® 400 may be sold wholesale to standalone hardware stores and department stores or to commercial, institutional, and industrial customers by a Black and Decker sales representative.

B. Role of Personal Selling

Personal selling would be important for the Electromate 400 Plus. The retail salesperson would have ample opportunity to introduce the model to ongoing and familiar customers, having some familiarity with their needs, and knowing such personal things about their customers such as if they are auto owners, if they like camping activities. The wholesale salesman would know of the competitive terrain of his area. He or she would be aware of new entrants such as hardware stores, sports and camping stores, even auto dealers. The salesman would have a plethora of leads.

C. Salesperson Training (consultant/problem-solving)

Black and Decker operates several programs for its sales people and for management. Through 2006, Black and Decker University operated from a 36,000 sq. ft. facility at its corporate headquarters in Towson Maryland (at <http://www.bdksales.com/training.asp>). The focus of the training was on "branding, management development, financial management, negotiating training, selling skills, presentation skills and hands-on product knowledge." On the job training includes regional training sessions, manager and peer worthwiths, product knowledge sessions, and sales meetings. Other development trainings sessions include topics of value selling, negotiations, residential and commercial construction, advanced presentation skills and financial management. The company's Sales & Marketing Development Program produces specialists trained to take up positions with its largest customers. For college graduates this opportunity takes place in professional roles as a Lowe's Market Coordinator or a Home Depot Market Manager.

II. Developing a Relationship Strategy

A. Describe the typical relationship between salesperson and customer in this field

The salesperson customer relationship is built on trust. The salesperson realizes that if the customer is satisfied not only with the product, but with the salesperson herself, then the customer will count on the salesperson as a friend whose word is good. The customer is impressed with the time the salesperson has provided in his description and instructions for use of the product. In the case of the Electromate 400 Plus, the product has been specifically noted for the ease of its instructions on Amazon.com. If the product is defective in anyway, the salesperson has built trust by letting the customer know he or she can be depended upon to activate the necessary procedures for immediate product exchange.

- B. Describe the appropriate salesperson's attitude
The salesperson always maintains a positive and friendly attitude. The founders of Black and Decker, S. Duncan Black and Alonzo G. Decker, where both super salesmen and their spirit reverberates through the company. The salesperson seeks to reflect an attitude that he or she is working to serve the customer in the best way possible to build a trusting relationship.
- C. Describe the appropriate salesperson's appearance
The retail salesperson dresses in an inoffensive shop ready manner. Working in one of the big retailers, the 'shop dress' is planned to fit in and blend with the overall business atmosphere of the retailer. There is nothing distractive or out of the way of the dress style that could distract from customer trust or friendliness. Here, we are mainly speaker of retail store sales.
The wholesale salesman would dress comfortably in an normal suit and tie or business suit attire.
- D. Describe the methods used to strengthen a long-term relationship for repeats and referrals.
There are many ways to work toward a longterm relationship. The salesperson converses with the customer to determine specific needs. In case of the Electromate 400 Plus, the customer would probably have stories of failed auto batteries, flat tires. The salesperson works to build a quality relationship and importantly becomes a listener who is able to handle several tasks at one time. Smiling is important, establishing rapport, and acknowledging the importance of the customer trust are all important in closing the sale.
- E. Describe your communication style.
My communication style is straight forward and frank intermixed with smiles and rapport-building listening. I try to deliver a point for point resume in describing the Electromate 400 Plus in meeting my customers

needs. I try to generate a confidence that the customer can leave with knowing that they have a product that can satisfy their needs. At the same time I make sure there are plenty of smiles and that the customer is thinking along with me. My person is not to take the customer for granted and to help guide the person in finding out information.

III. Developing a Product Strategy

A. Description of company

A global manufacturer and marketer, Black and Decker holds the number one position as the world's largest producer of power tools and accessories. The company is the leading manufacturer in hardware and home improvement products in the U.S. Its third concentration, marketed worldwide, consists of its technology-based fastening systems. Black and Decker is an established, recognized, respected, and leading American brand. Headquartered in Towson, Maryland, the company maintains and operates 43 manufacturing facilities throughout the world and sells and markets its products in over 100 countries. In 2008 the country began to face declining sales in the current credit crisis and global economic downturn. The recent 33% decline in U.S. housing starts, along with the contracting world economy, has contributed to last year's 7% declining sales figure. The company projects a 20 percent declining in sales for the first quarter 2009 but intends to hold onto a steady cash flow during the recession.

B. Description of product/created product solution

The Electromate® 400 AC/DC Portable Power Station/Jump-Starter/Compressor Model # VEC026BD is basically a portable 12v charger and jump-starter for failing car batteries. It meets the needs of the large market of automobile owners who sometimes drive under extreme or winter weather conditions. The unit charger has additional features such as a weather radio, an air compressor, and a power LED light unit.

C. Description of technical expertise needed by salesperson

The salesperson is required to have a basic understanding of electronics and also battery electronics. Salesperson should know voltage, amperes, Ohm's Law, and such as cold cranking amperage (CCA) and how it is determined by battery structure. There should be a basic understanding of automobile mechanics and electrical systems. It would also help for the salesperson to know in general about the science of the battery charger and be able to explain battery life cycles and why it is important to periodically charge the charger.

D. Develop feature benefits worksheet (Example: Table 6.2)

450 amps instantly jump-starts automobile

Exclusive, built-in 120 volt AC charger for use with ordinary household extension cord for recharging
Powers and/or charges AC & DC appliances
Can power laptops and computers
Can power and charge USB cellphones and mp3 players
Air compressor for vehicle tires and sports equipment (some models)
Built-in, ultra-bright LED work light for emergency roadside assistance
Keyless ON/OFF power safety switch and reverse hook-up warning alarm
Vehicle alternator voltage check
LED battery status indicator

- E. Is this a new and emerging or mature and well-established product?
The market is a mature one. Portable battery chargers have evolved since the 80s and 90s. There is a strong audience for portable battery charges.
- F. Will you use a price or value-added product strategy?
Since the Electromate® 400 has several built in features accompanying the basic charging ability it will be sold under a value-added product strategy.

IV. Developing a Customer Strategy

- A. Describe the typical buying motives of prospect
The typical retail customer is usually walk-in whose motives are defined by a definite need for emergency electric output or battery charging needs. The wholesale customer would want to have the unit available to consumers as an emergency power source or charger, or as a leisure unit for outdoor events.
- B. Describe the typical prospect as an individual (and as a company representative, if appropriate)
The wholesale customer would in most cases have an appreciation of the Black and Decker brand. The customer would have a good knowledge of his or her own customers, whether they are auto owners, and their leisure activities which may require sources of temporary power.
- C. How are prospects identified in most cases?
Prospects are usually identified by leads at major retail outlets and as well databases of auto-owners. This implies a possible sales base at auto repair businesses.

V. Developing a Presentation Strategy

- A. Prepare for the sales presentation**
1. List presentation objectives

To identify points that are unique to the particular customer. This involves either a pre-knowledge of retail customers, or in case of wholesale, identifying the specific market behind the wholesaler and the specific needs. Examples would be the primary use of the charger in emergency situations. The charger can be used as a short-term voltage supplier for lights in emergency situations.

2. Describe a typical sales cycle (how many calls)

A sales call to wholesalers would depend on their inventory and also weather conditions. All wholesalers should be contacted at least one month before fall, and then every month during fall.

3. Describe ways to achieve a good social contact

Good social contacts will be managed by frequently visiting main store wholesalers for testing and updating of the Electromate 400 model. An occasional raffle can be held for every 15 models sold with store and community only promotion.

4. Describe methods to achieve good business contact

Good business contact may be maintained by making prospective telephone calls and then following through. It would be worthwhile to have an online connection via a business social network such as LinkedIn. Calls should be made to car dealers, motorcycle and boat dealers with appointments sought for demonstrations.

B. Creating the sales presentation

1. List questions that will determine the prospect's needs

Does your car battery sometimes go dead?

Have the lights in your house went out due to weather?

Do you have a boat or motorcycle that could use a jump start?

Does your laptop require charging or your computer emergency power?

Are you prepared for emergencies that require electricity?

Have you ever had to walk a car battery to some place for charging?

Have you ever paid as much as \$30 for a charge?

Do you live in an extreme weather area?

Do you need to power up a cell phone when normal electricity is off?

2. Match typical customer buying motives with features and benefits of the product, company, and salesperson

The Black and Decker name still carries power machinery brand recognition. If a customer has a need for power machinery, especially portable, then that customer would certainly want to price Black and Decker as a standard. The buying motive would emphasize do-it-yourself, help yourself, support yourself intentions. A sales strategy highlighting the benefits of the Electromate 400 Plus Power Station.

The major benefit of the model is that it provides Power. It makes the customer powerful and they can move on in their auto, boat, or motorcycle. With Power they can turn on the lights. With Power they can operate their powerless cellphone. Power comes forth in the speakers they have hooked up to the Power Station for outdoor festivity. Black and Decker represents do-it-yourself Power.

3. Create a summary of an appropriate need-satisfaction presentation strategy (informative, persuasive, or reminder)

C. Conducting the sales demonstration

1. List features/benefits you will discuss and demonstrate
 - 450 amps for jump starting
 - Portable AC power
 - USB recharger
 - LED bright work light
 - Heavy-duty cables and clamps
 - 2-year warranty
 - (Radio model for AM/FM/NOAA weather alerts)
2. List selling tools you will use (Example: Figure 12.3)
 - Charge a car battery
 - Run a computer or laptop for a short time
 - Run a flour/cake mixer
 - Charge an Mp3 or Ipod
 - Charge a digital camera
 - Demonstrate the LED Light

D. Negotiating sales resistance

1. Anticipated sales resistance
 - Most sales resistance will be due to the depressed economy. The Black and Decker name can by itself continue to slay all competitors.
2. How will you overcome sales resistance (Example: Figure 13.5)
 - The best way to overcome sales resistance would be to drop the price of the unit. Black and Decker have done this over the last two weeks. The company has slashed tie list price of \$119.99 down to \$99.95, and then down to, on Amazon.com, \$79.96

E. Closing the sale

1. Consider closing clues to be alert to
 - Closing the sale requires listening to the client, carefully, to detail their specific needs and wants . Listen for questions the client asks as these would be alerts to closing clues and they would make the client involved in the direction of the sales, which is toward closing. Tell them the recently reduced price is to help capture the market before the price increases again. Give the customer options, explaining that the model

can come with a radio for minimum charge. Be trustworthy and enthusiastic.

2. List closing methods you plan to use (Example: Figure 14.3)
Ask the customer who is their charge company, Visa, Masters, American Express, or otherwise. Get the customer to sign the authorization.
Ask the customer if they have anymore questions before you write it up.

F. Servicing the sale (Example: Figure 15.3)

1. List additional items you will suggest to the customer
Longer charge cables
A Radio model
2. How will you assist the customer with delivery and/or installation; with warranty and/or service contract; and in securing credit arrangements)
Customer will be informed there is a Black and Decker 2-year warranty with the model. There is store warranty of one to two-weeks, depending on the retailer. Salesperson will make certain the buyer knows the salesperson is directly behind the buyer and will support them immediately for any returns within the proper store time period.
3. What type of postsale courtesy contacts will you make
An important postsale courtesy and follow-through contact will be made to the customer after six weeks of purchase to make certain that they have charged the model in-house, and to inform them that a periodic charging and checking of the model must be done.