**NAME(S):………………………………………………………………………………………**

1. **THE IMPORTANCE OF SALESPERSON (FRONT OFFICE STAFF) IN SERVICES**

**ACTIVITY/TASK**

While salespeople are more common in business-to-business marketing (B2B), no doubt you have interacted with professional salespeople in your role as an individual or family consumer. If you have ever bought a computer, a smart phone, expensive clothes, organized a wedding, bought a home or furniture, or a motor vehicle – then you have most likely interacted with a salesperson in your purchase journey.

These salespeople would have most likely provided you with important information on the benefits and features of competing products, helped you choose the right product, helped you choose additional supporting products, and helped to finalize your purchase.

**Proposed Attributes of a Salesperson**

|  |  |  |
| --- | --- | --- |
| Good communicator | Honest | Thoughtful |
| Good listener | Aggressive | Energetic |
| Concerned for customer | Pushy | Difficult |
| Tricky | Self-interested | Professional |
| Slick | Talkative | Misleading |
| Friendly | Causes problems | Helpful |
| Dishonest | Good understanding | Educated |
| Annoying | Knowledgeable | Polished |
| Profit-driven | Problem solver | Awkward |
| Trustworthy | Time waster | Over promises |

**QUESTIONS**

1. What are the five attributes that you most associate with a salesperson?
2. Do you think that how salespeople are perceived differs by industry? That is, a car salesperson versus an Apple Store salesperson? Give next examples.