

**LG Electronics:
Internet Refrigerator Sales Manual**

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by

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PRODUCT/SERVICE INFORMATION

Company Name: LG Elelectronics

Product Name: Internet Refrigerator

Product or Service Description

This internet refrigerator is the latest in technological and ergonomic design.

The fridge combines TV, internet, radio, messaging, cookbook features and more into a revolutionary new interactive product.

Company Description

The following description is from their website:

LG Electronics (LGE) has sales of over \$5.6 billion and is a division of LG Group, which is headquartered in Seoul, Korea.

LG Electronics began manufacturing refrigerators in 1965 and air conditioners in 1968. Today, LG Electronics has over 72 subsidiaries and 55,000 employees around the world. LG Electronics is broken down into 4 major business units covering a multitude of consumer and business-to-business products.

PERSONAL SELLING PHILOSOPHY

Company Name: LG Electronics

Product Name: LG Internet Refrigerator

My Personal Selling Philosophy

Market Setting:

The overall market setting for the Internet refrigerator is a very limited market at this time due to the relatively high cost of the appliance. Currently, I would place this item in the realm of the upper-middle income bracket families that are looking for ways to incorporate and integrate the latest technology in their household. This refrigerator is just one of many household items that are being introduced into the market that would interconnect PCs, the Internet and other digital sources in a common appliance. This particular refrigerator has a fully functioning TV, MP3 player, calendar, cookbook and other features like an automatic management system that allows it to self-diagnose problems. This system integrates several of the appliances typically found on the kitchen counters of many households and incorporates them together, thereby eliminating clutter. It is an item that is sold to consumers through a few retail outlets.

Personal Selling:

The personal selling commitment needed to sell this exclusive product is relatively high—more so in the customer service area. The seller must be aware that the price tag of this refrigerator attracts a higher income class of people who want good service with the product. The seller must know all of the technological features of the basic unit, as well as the Internet features well enough to explain how this unit will benefit the customer. Those who are interested in this product, however, will expect to be fully informed on the use of the different features. This may require that the sales person take time to demonstrate the features or be available if questions do arise at a later date. The simplicity of the product allows all members of the family to use the beneficial features in order to communicate with each other or via email to anyone. Personal selling, in this case, is more concentrated on the futuristic capabilities than on the basic refrigeration techniques used, however, both are important features that must be identified to the consumer.

Problem-solving Training:

Training involved in this product must represent two distinct fields. One field, which we are less concerned with for this project, is the repairing of systems that any refrigerator operate—that is the technical wiring, refrigeration, etc. The second is the knowledge and experience of the seller to recognize how the different systems within the unit operate and which systems may cause errors. This must be gotten through experience in using the software on the unit, as well as receiving the cooperation from the manufacturer regarding known problems and the like. Since this product has relatively few outlets, the need for a training center would not be feasible; however, LG may have a training facility at their HQs due to the wide variety of products sold. I would think that an interactive DVD or some form of Internet training would work well. If this particular method was not providing enough for the sellers to be truly informed and knowledgeable, then, perhaps, one could be sent to the training center.

RELATIONSHIP STRATEGY

Company Name: LG Electronics

Product Name: LG Internet Refrigerator

My Relationship Strategy

Typical sales-customer relationship:

The relationship that develops between the salesperson and the client should certainly be one of utmost professionalism. The product being sold, although it is a refrigerator, is a very high-end product and, in reality, one is actually selling a piece of the future—to the limited individuals that can afford it in the present. Long-term relationships can definitely be an advantage to both the client and seller especially in the high-end appliance markets. Typically a person will develop a liking for the product and then outfit their entire residence, or residences, with the same product or brand, in general terms. The salesperson would acquire all the necessary information and any additional information the client is willing to give. Furthermore, the salesperson will get permission from the client before any emails are sent or phone calls are made regarding any contact. A “thank you” card will be sent via mail to each and every customer explaining that the seller will always answer any question the client has, or can direct that client to the proper person.

Attitude of Salesperson:

Attitude is often described as being “everything”. And, in a realistic sense, it is very true. Attitude can have an effect on a person, or number of persons, long after the first meeting has ended. This effect can be positive or negative or, at times, neutral. In every meeting one would hope for the positive outcome; however, all too often human beings let negativity settle into their attitude, statements, and actions. This ultimately leads to poor performance and a less-than-expected customer service function. The salesperson must know the clientele and must recognize that first and foremost every human being is equal; do not feel unworthy and do not put on false heirs, just be professional and let your knowledge, efficiency, and belief in the product shine through. This is often my first point: “If you do not like, love or believe in the product, do not try to sell it to someone else.” This action will surely come through as being false and not genuine to most keen observers.

Appearance:

The typical appearance will vary with the outlet and with the client. For example, if the outlet has a policy of wearing an embroidered oxford or polo, then that is what will be worn by the salesperson. If the store contains all exclusive items and the dress code is varied, I would suggest an oxford and tie. If one has a meeting with a large contractor who builds exclusive homes and wants information regarding this product, then, perhaps, a suit would do. Be flexible, but be yourself. A positive, knowledgeable salesperson in a polo shirt could outsell a negative salesperson in a fine suit—for the most part.

Relationship Strengthening Methods:

Honesty and integrity can be a key strengthening method used by not only salespeople, but also by anyone who wishes to be a person of good character. The ability to follow through on promises made verbally or contractually (in written form) will cement the efforts made—at least on the seller’s behalf, for no one can guarantee someone else’s behavior. As the text states in our most recent chapter, there are many ways to use conversation to strengthen, or “enhance”, relationships that include the following:

Become genuinely interested in other people

Be a good listener. Encourage others to talk about themselves—always a good one.

Talk in terms of the other person’s interest.

Own Communication style:

Everyone must develop their own communication style. As we grow, over the years, we are encouraged or discouraged in ways in which to communicate. It is only when we are able to objectively judge ourselves in a quest for betterment that we truly can shed much of what we have been told and find what we truly believe. This is easier said than done, but it is possible. A mentoring figure at work, or an author, or a relative can be someone we admire and emulate; however, this is only really constructive if we incorporate ourselves in the largest part of the mix. We cannot become someone else, but they can help us become better communicators—in this instance. There are many classrooms, books, and interactive DVDs that aim to teach better communication skills. Some people try to analyze each and every movement of someone eye's, voice, etc. and I find this to be de-constructive. If you are always searching to apply meaning to everything, you are not really listening. The key fact to remember is that communication takes place between two or more people and it is not one-sided, nor does it [the interpretation] always have only one meaning.

PRODUCT and FEATURE BENEFITS

Brief Company description:

Beginning with LG Chemicals in 1947 and LG Electronics in 1958, LG currently consists of 47 affiliated companies in four business fields: Chemicals & Energy, Electronics and Telecommunications, Finance, and Service with 300 worldwide offices and subsidiaries and 130,000 employees. Since establishing its first overseas manufacturing subsidiary in the United States in 1982, LG has pursued international expansion and today is a global company with regional headquarters in key locations around the world. LG is headquartered in Seoul, Korea. LG Electronics is the largest company within the LG family, with revenues of \$13 billion (US) and 64,000 employees working in 72 international subsidiaries. LG Electronics products are marketed in more than 180 countries. LG Electronics is comprised of four separate companies: Digital Display & Media Company, Digital Appliance Company, Mobile Handsets Company and Information & Communications Systems Company. The LG Electronics Digital Appliance Company (LGE DAC) produces laundry products, refrigerators, microwave ovens, vacuum cleaners and air conditioning systems—the Internet refrigerator falls into this category.

Product or created product solution:

The Internet refrigerator is much more than that of an additional monitor for your home computer; in fact, it is a fully functioning, self-contained unit that is designed for the family that is continuously mobile and/or for the family that gathers in the kitchen for socializing. The IR is a TV, audio player, Internet portal device, photo album, message center, calendar, cook book, food-storage indicator, and has a self management system that indicates troubles. These features, in addition to the ample storage space within the unit and the latest technological cooling specifics make this the beginning of the future in home appliances.

Technical expertise needed:

Not too many technical details to remember if one is familiar with the technology in today's world; however, it would be appropriate to get to learn all the programs that operate on this system. One does need to have the newer and improved cooling designs and properties in mind because they are important to some customers, and the product itself.

Life Cycle:

This product is relatively new and on the cutting edge of home/computer integration—as far as appliances are concerned. I would place the concept of the integration in the emerging stages of evolution.

Pricing:

The pricing may be a little far out of reach for the ordinary, middle-income household with the base price of \$7,999. Using a value-added strategy is a very good approach to use for this product—a product that is the way of the future and the benefits obtained in this early stage will no less be the very ordinary benefits of what will be expected.

<u>Feature</u>	<u>Corresponding Benefit</u>
LG Electronics has revenues over US\$ 13 billion annually.	Customer has assurance and backing of large, successful company.
The TV, Audio, and Internet capabilities are on-board systems.	You can use existing connections to download video, audio, recipes or to watch TV immediately; also saving valuable counter space.
System has a built-in microphone and camera.	This incredible feature allows you to not only leave complete voice messages, but also allows you to leave photos. Other linked features include a calendar, photo album and cookbook.
Unit contains a self-management system.	If any function appears to be out of sync, the self-diagnostic function will detect this and display a read-out, if necessary; saving you the guesswork!

Has a stored food function for tracking expiration dates.	Customer can safely store food in the fridge or freezer for a set time period with safety.
Finger-proof Titanium finish	Allows for less time cleaning finger-prints and for more time enjoying the "futuristic elegance," and functionality of this unparalleled
Has the latest technological door design and incorporates the Multi-Air Flow System.	Cooling the large door items no longer consists of rotating them throughout the fridge, or placing them on the lowest level.
Dispenses filtered water and ice on the freezer door.	You can now have clean, clear and crisp filtered water directly from one source.
The touch-screen feature and remote feature are included.	This allows for easy access to all non-critical interactive features for the entire family.
26 ft ³	This huge fridge can accommodate a large family.
Door alarm	Alarm will sound if door is left open allowing you to save on energy consumption and also allowing you to save your food products.

CUSTOMER STRATEGY

Typical buying motives of prospect:

The primary motive for this type of product, namely a refrigerator, is one of need. There are very few households or businesses today that do not have a refrigerator—I have seen a fully equipped house with wealthy inhabitants that would eat out everyday and had no refrigerator. This product, however, stretches beyond actual need and lands in the “want” column.

Questions such as the following would have to be asked by the salesperson to ensure a reliable sale.

Is the kitchen a major gathering point in the household?

Do the customers have a computer for browsing the Internet in the kitchen?

If yes, then does it take up valuable counter space?

If no, then, would they like to be able to have the capability?

Do the customers have a television and/or radio in the kitchen?

If yes, then does it take up valuable counter space?

If no, then, would they like to be able to have the capability?

What, if any, are the main problems with their current unit?

Not cooling; space; out of style; not user friendly; etc.

Is the household busy with the comings and goings of the family to where notes are often left out of place or they are forgotten?

How will the customer pay?

If the answer is cash or a major credit card then there is no problem.

If the answer is, “ I need to finance through this store” then the question of annual income will come into play. This is important because if the annual income is only around \$30K, then purchasing an \$8K refrigerator may not be the correct choice, then again, it may.

Why does the customer want the unit?

Is the customer familiar with our company and our other products?

The typical prospect as an individual (and as a company representative, if appropriate):

The typical prospect is an individual and it could also be noted that they have a higher than average income. The following are some examples of buyers.

People on tight schedules: People who are always on the go.

Families whose kitchen is the hub of action in the house.

People who are interested in having music, TV and/or the Internet in the kitchen.

People who are interested in having the very latest technologies integrated into their lives.

People who want the very best regardless of cost.

People who want to have many features and products combined and condensed—all in one-rs.

These prospects, for the most part, would be found through personal buyers the prospect hires or having them come into the store in person. Another way to find more prospects would be to for a relationship with upscale builders

Tools for managing and tracking progress with customer relationships and prospects (CRM, ACT!, etc.):

I believe that overall because the clientele is relatively small and the base is made up of mostly individuals, that a very basic CRM could enhance the seller-customer relationship. It would be a good tool to have in order to send “thank you” cards when appropriate and/or contact the buyer regarding new products. It could also be a good tool to track certain characteristics of the buyers so one could better target other prospects.

List of Prospects & Decision-making method used	Potential Sales Volume
<p>I believe that the overall pattern of the decision making process of this product is really a combination of the Buyer Action and Buyer Resolution theories. However, why and when should I buy would, or could, fall out of the process because it would indicate a need (not too many people <i>need</i> an \$8K unit).</p>	<p>The product was released to limited sellers in October of 2002, and just went nationwide on April 11. The initial amount of units sold in the first couple of months was over 300. I am currently trying to get more detailed analysis from the HQ regarding the sales and target markets.</p>
<p>People on tight schedules: People who are always on the go.</p>	
<p>Families whose kitchen is the hub of action in the house</p>	
<p>People who are interested in having music, TV and/or the Internet in the kitchen.</p>	
<p>People who are interested in having the very latest technologies integrated into their lives.</p>	
<p>People who want the very best regardless of cost.</p>	
<p>People who want to have many features and products combined and condensed—all in one-rs.</p>	

BUSINESS CONTACT

Company Name: LG Electronics

Product Name: Internet refrigerator (IR)

Presentation Objectives:

To Individual and/or personal group.

- Create interest in product by communicating the technological advances in both the functional product design and the interactive features.
- Further interest by demonstrating how the integration of technologies is useful, practical and efficient.
- Explain the exceptional warranty and provide customer with a brief, or lengthy, history of the company—which ever is requested or needed.

Typical Sales Cycle:

A refrigerator is considered a necessity and is therefore shopped when the need arises, often making the sale ASAP; however, there are those individual circumstances when the prospect just wants a change or some other reason which would make the time period more lengthy.

Social Contact Methods:

After the professional and knowledgeable sales staff has determined, through communication and dialog, that the IR is one of interest to the prospect, the salesperson can mention the fact the IR has obtained the Good Housekeeping Seal of Approval. This achievement is a recognition of quality, reliability and durability.

Another conversational piece could be the fact that Chef Bobby Flay has teamed up with LG in order to show how innovation in the kitchen can improve daily living.

Business Contact Methods:

The transitional path from social contact to business contact must be supported positively from both an objective and subjective point of view in order to enhance and strengthen the sellers position.

<u>Method of Approach</u>	<u>What Will You Say?</u>
<u>1. Product Demonstration</u>	
Interactive features	"As you can see, the front panel contains the touch screen where, with just a touch of the finger, the capabilities come alive"
Storage	"If you open the door and look closely you will see that the shelves all have ample storage capacity"
User friendly O/S	"The operating system of the unit's interactive feature is Microsoft Windows"
<u>2. Customer Benefit</u>	
Refrigerator and communications center	"This IR will not only keep your food cooled at the desired temperature, but will also act as an operations center for the entire family"
Ease of access	"The 3 large sliding shelves will make it easy for the smallest member of the family to access the items without taking other items out"
All in one	"You will no longer have multiple units on the countertops taking up space, instead your TV, computer, radio and other beneficial features will be built into the unit"

3. Referral	
Entertainment/Business	"Chef Bobby Flay's producer, Mrs. Diana Goldfinger*, was so impressed with the features of our IR that she suggested setting up a meeting with you in order to discuss how this technology could also benefit you and your clients" *fictional name
Personal	"Mr. Jolly was so excited with our IR that he insisted that I, personally, give you a call and invite you over for a personal review of our latest, most technologically advanced unit"
Personal	"The Jones' recently purchased our IR and suggested that I call you to let you know that if you want to be on the "in" you must purchase one of these fabulous units"
4. Question	
Need	"Are you looking for a new unit based on necessity or just want to replace an older one?"
Family	"Do you have many members of the family who use the kitchen for uses other than just eating?"
Facility	"Are you looking for integration in order to incorporate technology without sacrificing counter space?"
Function	"Is there a specific feature that you are looking for in the new unit?"
5. Survey	
Family	"May I ask you a few questions about the functionality of your kitchen as it pertains to family and friends?"
Generic	"If you don't mind, I would like to ask you a few questions about your daily household activities in order for me to get a better idea of what your needs are?"
Personal	"I am going to ask you a few questions about you and your family in order to assess how this unit will better serve you and your needs, if you don't mind"

NEED DISCOVERY

Company Name: LG Electronics

Product Name: Internet refrigerator (IR)

<u>Preplanned Questions to Discover Buying Motives</u>	<u>Customer Response</u>
1. How did you first learn of the IR?	"I first saw the product at the Home in Garden show in Orlando, Florida, and then again in Miami"
2. Have you purchased other LG products?	"I have not but my best friend suggested LG because they are known for their technological features and reliability"
3. Do you use a TV, computer, or radio in the kitchen?	"Yes, we have all of those and a few more that clutter up the kitchen and take up valuable counter space"
4. Are you looking to consolidate several optional non-necessity items in your kitchen?	"Yes, I want to have as much counter space available in the kitchen"
5. Is your household very mobile where efficiency and ease of communication are vital?	"Yes, it seems that the only time we do get together is after we "schedule" an appointment to do so. Therefore, an effective communications center that is readily available to all members would be beneficial"
6. What is it that you do not, or did not, like about you current, or previous, unit?	"Obviously, it did not have any of the interactive features this unit offers and it did not provide adequate cooling in all areas of the fridge"
7. Are you constrained by any monetary limits?	"The only constraint we have is that we cannot afford to make a cash payment up front. We are able to make just about any monthly payment under \$250"
8. How many individuals are living in the household currently?	"Currently, there are 4, but once the other one returns home for the summer, the count will be 5"
9. What is the most important feature you are looking for?	"Besides a fully integrated operations center, I am looking for quality build and true functionality"
10. Is your need immediate or do you plan on purchasing a unit in the future?	"We are currently having a house built and wired for all purposes, so we would need it installed in approximately 2 months"

Presentation Strategy Selection:

The Presentation strategy needed for the successful sale of an \$8000 refrigerator would appropriately be the persuasive presentation strategy. The need is there for most people to have a refrigerator; however, one is able to spend less than \$1500 if all they are interested in is a basic "cold box".

DEMONSTRATION

Company Name: LG Electronics

Product Name: Internet refrigerator (IR)

Selling tools to be used: The best selling tool to use is the unit itself. Since most sales will be made in-house, the physical product, along with its built-in tutorial, and any additional print communications will be extremely helpful. The premium tool is the salesperson's knowledge and the ability to communicate the knowledge to the prospect.

<u>Feature to Be Demonstrated</u>	<u>What I Will Say (Include Benefit)</u>	<u>What I or the Customer Will Do</u>
<u>Touch Screen</u>	"This unit has the latest touch screen technology which allows the user to easily navigate through screens without having to pull out the keyboard"	I will show the customer the screen. At this point they will do nothing. I will ask them if they want me to show them how this feature, along with the onboard programs can add value to their lives.
<u>Ultra quiet</u>	"We have isolated this in order for you to hear, or actually not hear, the typical sounds of the unit as it functions. Next to it is another common fridge from IOU corporation. You can hear how much more quiet our unit is compared to the other one"	Have the prospect listen to the difference in ambient noise.
** THE FOLLOWING COULD BE COMPLETED BY THE DEMO PROGRAM LOADED ONTO THE DEMO UNIT EXPLAINING, IN AN INTERACTIVE FORMAT, THE VARIOUS PROGRAMS; HOWEVER, I WILL ACT AS IF THE UNIT HAS NOT HAD ITS DEMO PROGRAM LOADED—MUCH WILL BE THE SAME.	"I want to now show you the many features of this exceptional unit"	Have the prospect watch and listen as I explain the main menu and its features
<u>TV</u>	"The 15.1" LCD screen offers crystal clear reception with a wide 160 degree viewing angle. It also has a remote control for ease of use"	Have the customer look at the screen from various angles to show clarity. Also have the customer change channels via remote.
<u>Internet</u>	"The internet feature allows you to surf the web as you normally would do on your PC. This feature can let you do many things beyond searching the web; it can let you check emails and search the net for various recipes.	The customer would now be fully involved with the demonstration. I would just be walking them through various programs. I would have them logon and visit the LGE website.
<u>Cook Book</u>	"In addition to searching the web for recipes, you could also import and save your favorites within the on-board cook book"	Have the prospect open the cookbook and pull up several recipes.

<u>Calendar</u>	"In today's world the need for your family to stay somewhat organized and synchronized is very important. With the calendar, different family members can keep up with one another's immediate or future plans"	Walk them through the various functions
<u>Messages</u>	"In building upon the necessity to stay connected and updated, the message features allow for text, video, and voice messaging"	Have the prospect leave a video and voice message to show the ease of use.
<u>Photo Album</u>	"If the need should ever arise in which you want to show a guest some pictures while you are working in the kitchen, the photo album will allow you to carry on with socializing while making dinner"	The prospect will not only view items in the photo album, they will also import some other photos from another networked main household computer.
<u>Self diagnostics</u>	"The "smart" on-board self diagnostic feature allows the unit to tell you what is wrong when, and if, something ever does go wrong before the results are dramatic"	Use a simulation to demonstrate how this feature works.

NEGOTIATIONS

Company Name: LG Electronics

Product Name: Internet refrigerator (IR)

<u>Customer's Concern</u>	<u>Type of Concern</u>	<u>Possible Response</u>
Price is too high	Price	"The price includes the ability to have many functional household appliances built into the most technologically advanced kitchen product available on the market"
I am not too familiar with computers and I am a little concerned about learning how to use it	Time	"The unit uses MS Windows and is very user friendly. The programs are all accessible via touch screen and the main, and sub, menu is very intuitive"
Have not heard too much about LG Electronics	Source/Product	"LG Electronics (LGE) currently has sales of over \$5.6 billion and is a division of LG Group, which is headquartered in Seoul, Korea. LG Electronics began manufacturing refrigerators in 1965. Today, LG Electronics has over 72 subsidiaries and 55,000 employees around the world and is known for their use of technology in integrating that technology into useful products.
I don't want to have to get up to change the channel on the TV.	Product	"The system comes with a fully functioning remote."
Metallic finishes usually show fingerprints.	Product	"We have developed a finish that is extremely easy to clean; however, the finish is very resistant to showing marks left from normal use."
XYZ company has always provided good service.	Source	"We take pride in both our product and our warranty and will back it up with equal or better customer service."
We don't have a LAN connection.	Price	"A LAN connection is definitely recommended but not a necessity. Your cable company or telephone company could install a connection when you are ready to upgrade."
We want all of our appliances from the same vendor.	Source/Product	"We do offer a great number of appliances and will continue to expand to meet our client base."

<p>I would need someone to set up the unit at my house</p>	<p>Time/Product/Price</p>	<p>"Included in the delivery fee is the cost of the setup. All of our people have the capability and are certified to install the unit."</p>
<p>XYZ always provided a warranty of 1 yr parts and labor and 3 years on the other sealed portions.</p>	<p>Product/Source</p>	<p>"We also offer the 1 year on P/L; however, we offer 7 years on the sealed portions."</p>
<p>We don't need or want the unit today because we are having a house built.</p>	<p>Time</p>	<p>"If you give us the name of the contractor, we can make arrangements for the proper delivery date."</p>

CLOSING

Company Name: LG Electronics

Product Name: Internet refrigerator (IR)

<u>Closing Clue (Prospect)</u>	<u>Closing Method</u>	<u>Closing Statement (Salesperson)</u>
What kind of financing do you offer?	Multiple option	"Currently we have several options available: We have a seasonal event that allows you to make no payments until 8 months from now and the APR is 18% from that point. We also have our balloon payment plan which allows you to have a small payment in the beginning and a larger payment towards the end. The APR works out to be about 12-15%. We also have our traditional financing which is set at 10% over 3 years."
I would like this unit installed in my house ASAP.	Direct	"That sounds great. I will check with my delivery manager and let you know what the first available date will be."
I would like you to send the bill to my contractor and make arrangements for the installation to take place when the time is appropriate.	Direct	"Yes, Mrs. Winston. Would you like for me to inform you when I receive the applicable date?"
I would like to have this unit but I am not sure the price is justified.	Assumption	"Well, Mr. Horticulture, throughout our discussions and all through the demonstration you commented on the ease of use and practicality of the unit. The price includes the convenience of an all-in-one unit, the future technology of tomorrow literally here and now, today, in this unit and the reliability and backing of our company. But even more so, the integration of this product into your daily routine can improve efficiency and productivity."
What if I find that I don't need or use these features when I get it home?	Special Concession	"Mrs. Garovnia, we are so sure that you will love this unit and find yourself using its features everyday,

		we give you a 14 day trial period in which you can return the product to us for any reason. Your money will be refunded with no questions asked."
A couple takes a minute and gives a noticeable smile and show of excitement	Assumption	"If you like I can check the availability of delivery to your area as well as get the financing approved, or did you say you were going to pay cash?"

SERVICING THE SALE

Company Name: LG Electronics

Product Name: Internet refrigerator (IR)

<u>Method of Adding Value</u>	<u>What Will I Say or Do for the Customer</u>	<u>Post-sale Courtesy Contacts (Frequency, Items to discuss, New offerings)</u>
<p><u>Suggestion Selling:</u></p> <p>Suggest other products offered by LG Electronics</p>	<p>"LG Electronics does offer a microwave that contains some impressive features. Would you like for me to show you a few models now?"</p>	<p>Send customer a thank you card or email and let them know of any special offers or new products. Reassure them that if they have any questions and/or concerns, they can contact me.</p>
<p><u>Cross-Selling:</u></p> <p>Offer other products to customer</p>	<p>"We offer some of the most advanced washers and dryers, as well as combination units if space is critical; I would love to show you these very impressive machines at any time of your convenience."</p>	<p>Keep the customer informed of any and all non-related products we offer if it coordinates with the customer's data that we obtained throughout the entire process. May also want to get an update from the customer because their preferences and/or circumstances may have changed.</p>
<p><u>Follow-Through:</u></p> <p>Phone call</p>	<p>Call customer to make sure that the delivery and installation process was timely and cooperative.</p>	<p>Call should be made on the day that the unit was being installed. Time of call depends on time of scheduled delivery and the customer's schedule.</p>
<p><u>Follow-Up:</u></p> <p>Card</p>	<p>Send card thanking the customer for their purchase and include a few business cards for them to pass around. Make sure to include the website address.</p>	<p>Thank you card need only be sent once, but other reminder cards can be sent when new products are released. Include a survey and/or a form asking if any one they know is interested in LG's products and make sure it is okay to use their name when contacting the referrals.</p>

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