Module 02 Choose Your Path Unit 03 Sales Channels and Environment B2B Versus B2C

Business-to-Business (B2B)	Business-to-Consumer (B2C)	
Relatively few potential customers	Many customers	
Larger purchases (purchasing for production and/or sale to many ultimate consumers)	Relatively small purchases (for personal use or for family or friends)	
Longer selling cycle	Relatively short selling cycle	
Multiple influencers and decision makers	Fewer influencers and decision makers	
More difficult to identify influencers and decision makers	Easier to identify influencers and decision makers	

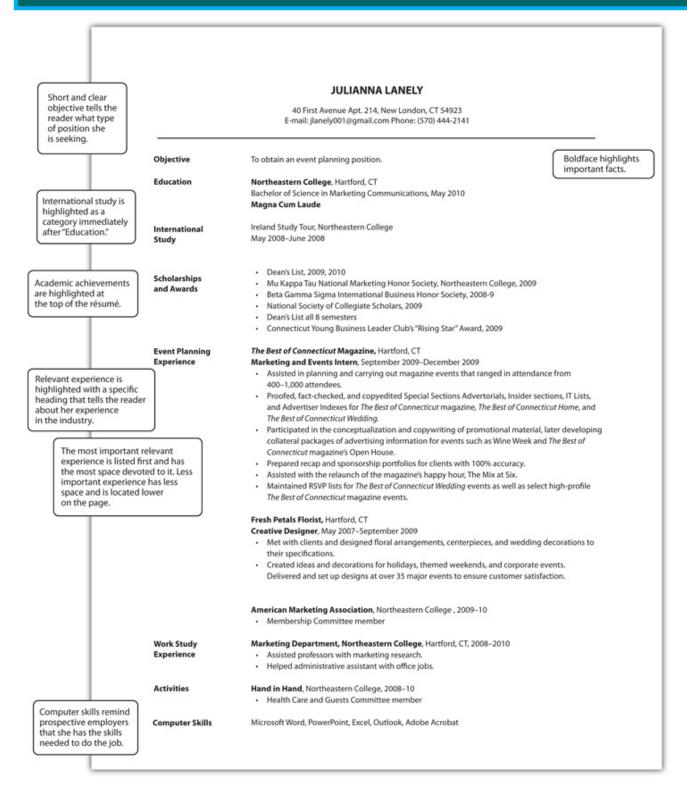
Business-to-Business versus Business-to-Consumer Selling Characteristics

Module 02 Choose Your Path Unit 03 Sales Channels and Environment B2B Versus B2C

Title	Description	Industries
Sales representative, account executive, account manager, marketing representative, sales consultant, sales associate	Responsible for a group of customers Identifies and develops new customers Meets revenue and profit goals	B2B: Technology, IT services manufacturing, hospitality, pharmaceutical, real estate B2C: Real estate, high-value retail, financial services
Territory manager	Same as above, but customers are all in the same geographic area	B2B: Technology, manufacturing, hospitality, media, packaged goods B2C: Not widely used in B2C
Business development manager	Manages the day-to-day contact with the customer Meets revenue, profit, and new customer acquisition goals	B2B: Technology, IT services, manufacturing, hospitality B2C: Not widely used in B2C
Customer relationship manager	Maintains satisfaction of the customer Usually a part of an organizations that provide long-term services	B2B: Technology, IT services, pharmaceutical, telecommunications, media, professional services, B2C: Not widely used in B2C
Product specialist, technical specialist	Expert in a specific product or service area Participates in sales calls	B2B: Technology, IT services, manufacturing, hospitality, professional services B2C: Retail, financial services
Customer service representative	Takes orders, provides product information, processes orders Makes follow up calls	B2B: Technology, IT services, manufacturing, hospitality, B2C: Retail, packaged goods
Telesales representative	Makes outbound or inbound customer calls Provides information, completes sale and follow up	B2B: Technology, IT services, telecommunications, media B2C: Retail, insurance, financial services, publishing

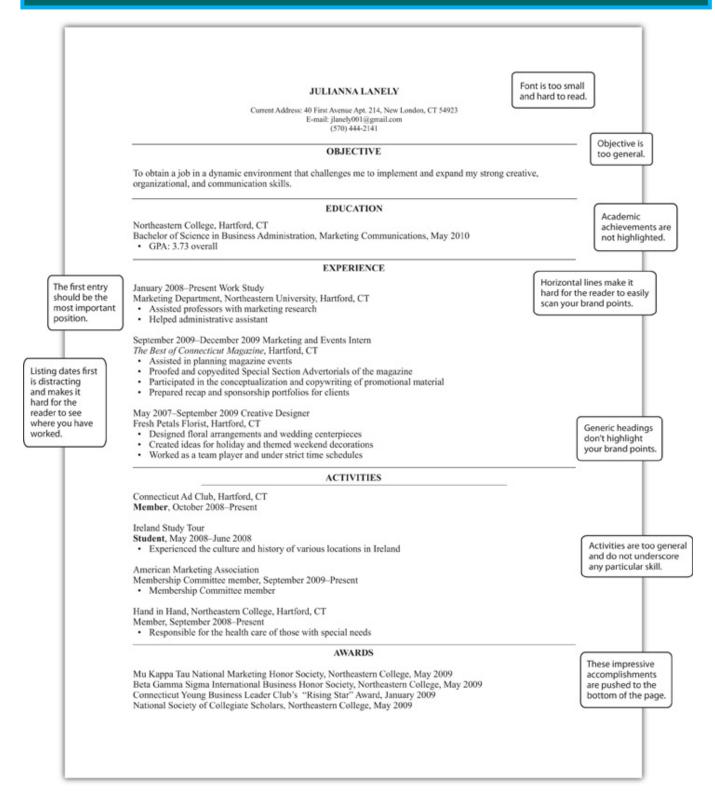
Types of B2B and B2C Sales Positions

Module 02 Choose Your Path Unit 04 Résumé and Cover letter Standard Résumé with Brand Points



Standard Résumé Incorporating Brand Points

Module 02 Choose Your Path Unit 04 Résumé and Cover letter Standard Résumé



Standard Résumé

Module 02 Choose Your Path Unit 04 Résumé and Cover letter Standard Résumé with Effective Headings

Rakeem S. Bateman

3901 Western Avenue, Minneapolis, MN 54321 Phone: 702-555-1234 rakeemsbateman@gmail.com http://www.linkedin.com/in/rakeemsbateman

Objective To obtain an internship in sales at a foodservice company.

Education Tri-State Community College, Minneapolis, MN

Associate's Degree, Business Administration, Expected 2010

Leadership Skills Green For Life, Minneapolis, MN

President, Student Organization

 Provided leadership to 30-member student club that focuses on green initiatives in the community

 Raised \$2,300 to support sustainability efforts with a community service campaign called "Go Green Now"

. . .

Sales Recovery Systems, Inc., Minneapolis, MN
Experience Account Management Intern, Summer 2009

 Conducted industry and client research for new business pitches for the \$300 million systems disaster recovery provider

 Assisted with new business presentation preparation including PowerPoint slides, video, and scripting

 Developed social media strategy to develop a community for existing customers and attract new customers, including a blog, LinkedIn profile, and Twitter account; strategy generated over 30 new leads in 4 weeks

 Provided weekly updates to 3 clients, including timelines and conference reports; created a new reporting dashboard that became the standard in the company for all client updates

 Maintained budget and created reporting including graphs to easily communicate actual expenses compared to plan

Work Experience Olive Garden Restaurant, Minneapolis, MN

Wait Staff, June 2007-Present

· Provided customer service to over 100 customers during each shift

· Generated guest check average 8% higher than the restaurant average

· Winner of "The Sweet Taste of Success" Sales Contest

Seymour and Jones Attorneys at Law, Land of Lakes, MN

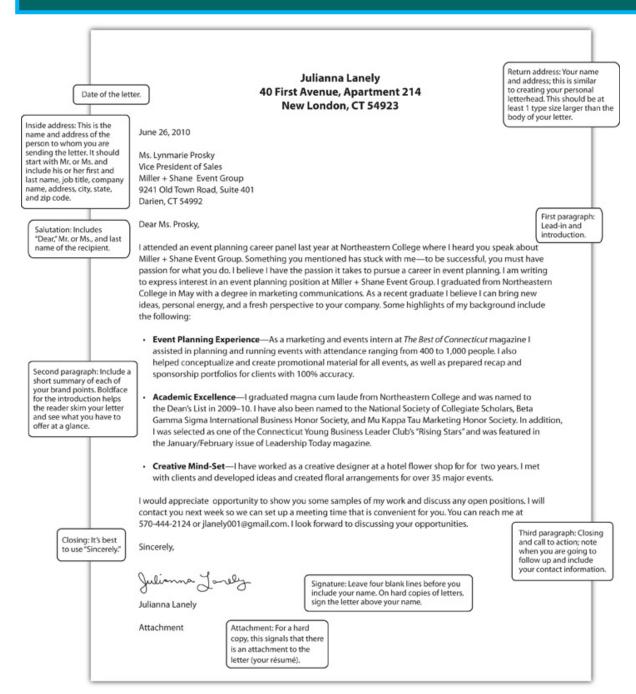
Administrative Assistant, Summers 2005-6

Maintained schedules and expenses for office to support 5 lawyers

Computer Skills Proficient in Microsoft Suite (Word, Excel, PowerPoint), Outlook, Camtasia

and iMovie video editing

Module 02 Choose Your Path Unit 04 Résumé and Cover letter Elements of a Cover Letter



Elements of a Cover Letter