

iPhone

Apple Inc.

Student's Name

MKTG 1160

Date

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Sales Presentation Project

Company Description

Apple Inc. is an American multinational tech company that deals with the manufacturing, designing and distribution of media devices, communication devices, personal computers, computer services and accessories, digital content for third-party applications, portable digital music players, and network solutions. This represents a broad categorization of products and items manufactured and distributed by the Apple company. In specific terms, Apple's product portfolio includes; Mac personal computers, Apple Watch, iPhone, Apple TV, iPad, and iPod. Additionally, the company has a broad category of commercial and professional software applications among its product portfolio which include, macOS, iOS, tvOS, iCloud, iTunes Store, Apple Music, iBooks Store and TV App Store. Apple's products are distributed through its online and retail stores locally and internationally.

Product Description

Besides the broad portfolio of Apple's products in the tech industry, this presentation will focus on one of the company's best-sold product identified as the iPhone. The iPhone represents Apple's most successful series of products that are designed, manufactured and distributed by the company. With the first generation product of Apple being released in 2007, the product has grown to become one of the most profitable tech products in the industry. The iPhone products run on the Apple's Inc. iOS operating system. The phone has a complex user interface which is comprised of a multi-touch screen accompanied by a virtual keyboard. It can take high-end photos and shoot videos with its high-quality camera. Additionally, it can connect to other cellular networks, browse the internet, it is GPS enabled among other attractive functionalities.

Over the recent years, the company has revealed eleven generations of the Apple product with each successive generation being more advanced than its predecessor.

Prospect Description

Amazon is an American based company founded on 5th July 1994 by Jeff Bezos. It is a cloud computing company that deals with electronic commerce situated in Seattle, Washington. Amazon is the biggest online retailer company worldwide. Nowadays, most of Apple's Inc. products, in particular, the iPhone products are sold through online platforms such as the Apple store. However, the company's online market platform accounts for relatively smaller market penetration as compared to other online market platforms such as the Amazon and Walmart. Despite the substantial market control of the online retail business, Amazon does not sell iPhone products directly due to corporate differences between these two companies. However, the company's significant online presence locally and globally can have a substantial impact on the iPhone's sales if they are sold through the Amazon online platform.

Sales Call Objectives

- 1) To increase the sales of the iPhones to 65 million units in the second quarter of 2018 financial year. In the last quarter of 2017, Apple sold 46 million units of the iPhones in the local and international markets. Through deep online retail penetration, the company can increase the units of the iPhones to be sold within this period.
- 2) To increase the number of units of iPhones re-ordered in 2018 financial year through online platforms, particularly, through Amazon.
- 3) To foster and strengthen the corporate business relationship between Apple Inc. and Amazon through mutual corporate agreements that benefit both the two companies.

Customer Profile and Planning Sheet

Part A: Customer basic information

Company name:

Amazon.com Inc., however, the company conducts its business as Amazon

Company Address:

410 Terry Avenue, North Seattle, Washington, phone number: (206) 266-1000

Business type

Electronic commerce (E-commerce) and online retail business type

Part B: Buyers Basic Information

Name of the buyer:

Online buyers

Buying hours:

24 hours each day since the online platform runs continuously 24/7

Buyers personality type:

The buyers personally type is not applicable since the sales will be conducted through the Amazon online platform.

Best time to see a buyer:

For the Amazon customers, any moment during daytime will be suitable for seeing the buyer.

Buyer's important buying needs:

In the smartphone's industry, the buyers are highly interested in the gadget's features and specifications by his or her considerations.

People who influence buying decisions:

Friends, relatives, online bloggers and adverts relating to the iPhone products in the Amazon online platform

Competitive Analysis

As stated earlier, Apple's main product series is the iPhone. However, the tech industry is a very type of business with high-level competition from other manufacturers worldwide. Despite the iPhone's success in the mobile gadgets industry, it is facing stiff competition from rival companies such as Samsung and LG smartphones. Samsung Galaxy S series of products from the Samsung company is the major competitor in the mobile tech industry. The Galaxy S series runs on an Android operating system that has a higher market share globally as compared to that of the iPhone's iOS operating system. The Galaxy S products have overtime proved to be a solid rival to the Apple's iPhone through improved and innovative features and specifications that seem to have a stable global market presence which is highly valued by the consumers. In the same case, the LG smartphones have not been left behind as they have been developing new high-end mobile devices that counter the existence of the Apple's iPhone devices in the mobile communication industry. In the current market situation, the recent models of the iPhone (iPhone 8, iPhones 8 Plus and iPhone X) are retailing at the price of;

iPhone model	64GB	256GB
iPhone 8	\$700	\$850
iPhone 8 plus	\$800	\$950
iPhone X	\$900	\$1150

In comparison to the prices of the latest Samsung Galaxy S8+ which is currently retailing at \$825, the iPhone prices are much higher compared to their competitors.

Customer Benefits Plan

Features. There is no doubt that the iPhone customers are set to reap numerous benefits after purchasing the latest models of this product. Rather than the usual upgrading of the phone's specifications and features, the iPhone 8 is far beyond an upgrade as it brings new and improved technological innovation that will maximize the consumer's user experience than any other smartphone gadget currently in the market. In today's world, pictures and photos have become a vital part of the human social life. Surprisingly, Apple Inc. has developed the iPhone 8 camera in a way that maximizes the customer's utility as they put into use the high-end 7-MP front-side camera accompanied with a 12-MP back-side camera (Pcworld, 2017).

Advantages. The processing speed of the iPhone 8 is yet another remarkable aspect of this particular product in the mobile tech industry. Indeed, a phone's processing capabilities are determined by its respective processor. With an A11 bionic chip integrated into a 3GB RAM processor, the iPhone will provide excellent task processing speed to the user in a reasonable manner. As a result, the customer will be able to navigate Internet browsers, apps, and normal tasks faster than any other smartphone in the mobile-tech market.

Benefits. The buyer of the iPhone 8 is set to enjoy an exceptional phone display, design and durability as per the professional and technical precision undertaken by the manufacturer to produce the iPhone 8. In this case, having been designed with thick bezel borders on all sides of the phone's screen, the iPhone possesses a classic external design that can be noticed from far.

Also, it is designed with a 5.5-inch screen with a resolution dimensions of 1920 by 1080 pixels.

As a result, the consumer is expected to realize significant benefits from the iPhone relating to its

display and design outlooks. The iPhone 8 is relatively durable compared to the other smartphones in the industry. With improved capabilities of water resistance, the gadget is highly durable to damage caused by water and dust.

Marketing Plan

Features. For the Amazon, it is important to first and foremost note that the products will be sold through their online platform. In this case, the product marketing strategy will target the online buyers and consumers. In this case, there is a need for an intensive and comprehensive online marketing through social media platforms which include but are not limited to Facebook, Instagram, Twitter, established blogs and online magazines.

Advantages. The buyer will be able to capture a wide target market for the online customers. The products will be sold through Amazon's online platform.

Benefits. The customers will be able to view the products from this platform; place an order and pay for it via electronic funds transfer methods. Later on, after the payments, the products will be transported to the customer's location. The pricing strategy for the buying company should be by the Apple's pricing method.

Business Proposition

Amazon business proposition details will cover the retail price of the iPhone products in the company's online platform. Also, it will indicate the price markup of the products, the profit forecast; payments plan to be used by the customers and the business return on investment.

Regarding this, the following spin approach method can be used to address the business proposition questions that concern the buyer's needs.

1. What is the equilibrium price that can be charged for the iPhone 8?

2. Which is the best payment plan that can be applied to buy products from the Amazon online market platform?
3. Will the sales from the iPhone 8 be capable of attaining the required profit margin within a specified period?
4. How will the product's price markup be generated?

Through the application of the spin selling method, the buyer will be able to formulate marketing sales and advertising strategy that will influence the online prospects. At the same time, the framed questions in this approach will help the buyer to identify the customer's needs, favorable selling, and marketing ideas. Also, it is important in the identification and forecasting of the sales figures, profit margin and the return on investments for the iPhone 8 sales.

Suggested Order

At first, the buyer is expected to purchase 1,000 units of the iPhone 8. The products will be retailing at \$725 for the 64GB iPhone 8 and \$870 for the 256GB type. The minimum order for the units to be purchased by the buyer is set at 1,000 units. The payments for these transactions will be made through electronic fund transfer methods.

Sales Presentation Dialogue

Introduction to the Buyer

Seller: Good morning Mrs. Keller, my name is Mr. Cook, and I am here on behalf of Apple Inc. corporation. I appreciate that you have allowed to meet me today, thank you.

Buyer: Good morning to Mr. Cook, am honored to have you as my guest, have a seat and feel comfortable.

Seller: Please have a look at my business card Mrs. Keller.

Buyer: Okay Sir, thank you.

Multiple Question Approach: SPIN Approach

Seller: Mrs. Keller, based on recent reviews from consumers Apple product customers like you, online market platforms such as Amazon and Walmart are the most convenient and easy method for purchasing iPhone products rather than the physical stores. Is this true? **(Situation question)**

Buyer: To be sincere, I have not been an active online shopper recently. But, the last time I bought an iPhone 6 through the company's online store, it was relatively easy and convenient. Therefore, I think it is true.

Seller: Since you have told me that you have purchased Apple's product through its online platform, would you mind telling me how long it took you to receive you the product after you placed an order? Was it secure and did it save your time? **(Problem Question)**

Buyer: Not at all, Mr. Cook, the product was delivered two days after I placed an order on the company's online store. I can confidently say that the whole process was simple and secure. However, the time it took to be delivered was quite long.

Buyer: iPhone products have not been sold on the Amazon platform earlier before. Do you think having the iPhone products on the Amazon platform will be beneficial to you as a consumer? **(Implication question)**

Seller: Definitely, Amazon is everywhere Mr. Cook, in most case, I do all of my shopping for other items from this website. It is much easier, and the delivery of the items is fast and secure.

Buyer: Would you find value through purchasing Apple's products (iPhones) through the Amazon online platform? (**Need-payoff question**)

Seller: Yes Mr. Cook, there is great value regarding the convenience attributed to buying items through the Amazon online platform.

Product approach using SELL

Seller: Would you mind if I show some demonstrations about iPhone's products and the Amazon platform?

Buyer: No problem, Sir, it would be my pleasure.

Seller: iPhones are the best high-end mobile communications devices in the tech industry over the last decade. iPhone (8, 8 plus and X) are the most recent releases from the company which provides the client with top quality specifications that intend to make their life's easy, fun and exciting. (**Feature**) The company intends to make the purchasing of the iPhone's easy and convenient for its customers through the Amazon online platform. (**advantage**) Through this platform, you will be able to purchase the iPhones in a relatively easier, convenient and instant delivery to your location (**benefit**) isn't the new partnership with Amazon, a good thing for you as a consumer?

Buyer: The benefit and advantages you have mentioned are great. But, don't you think involving a third party like Amazon will raise privacy issues concerning the use of the online platform to purchase the iPhone products?

Seller: Thank you for bringing up that issue. Amazon Inc. has a strict security policy that ensures customers information is protected from violation. **(feature)** In this case, user's confidential data will be highly protected. **(advantage)**. Your private information will be highly protected **(benefit)** I think that sounds good to you, right?

Buyer: Yes, that is quite convincing.

Marketing Plan Using SELL Sequence

Seller: Apple Inc. intends to get into partnership with Amazon (an online market platform). **(show feature)** This platform has a wide customer base both locally and internationally. As such, it will make it easier and convenient for customers to purchase iPhone (8, 8 plus and X) conveniently. With a relatively appealing and user-friendly interface, Amazon will be a perfect online platform for consumers to purchase iPhone products **(explain advantage)**. The customers will be able to place orders for their products easily and receive the products on time **(Lead to benefit)**. Isn't that a perfect solution to save customers from the inconveniences involved in purchasing the iPhones through Apple's retail shops? **(let the customer talk)**

Buyer: It sounds good.

Business Proposition Using SELL

Seller: The amazon market platform will have unique features that will enable customers to place orders of the iPhones and have them delivered to the clients within few hours after the order has been placed for local customers and few days for customers in other countries (**show feature**). In this case, the partnership between Apple Inc. and Amazon will increase iPhone's sales and improve customer's loyalty on the iPhone products (**explain advantage**). Through this platform, it will translate to increased sales and revenue from the purchases that will be made through Amazon (**lead into benefit**). Wouldn't I be right to indicate that this partnership will be beneficial to both the customers and to the business Mrs. Keller? (**let the customer talk**)

Buyer: Well, the partnership seems to be a great deal.

Closing the sale

Seller: So Mrs. Keller, having heard a lot from concerning purchasing iPhone products through the Amazon platform, would you consider buying your next iPhone product through this platform?

Buyer: Yes, I would, but I have to be cautious about the privacy of the system, I wouldn't want my private information to be accessed by malicious individuals (**customer objection**).

Seller: The protection of consumer's information is a top priority for the company. Therefore, I know this would be a perfect and convenient deal for you Mrs. Keller. Wouldn't it?

Buyer: I guess so.

Seller: Thank you so much for your time, Mrs. Keller.

Buyer: You are welcome any time Mr. Cook.

Seller: Thank you, it's been a pleasure.

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Work Cited

Best 3 features of the iPhone 8 and 8 Plus. (2017). *PCWorld*, 35(11), 138.

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