

Chapter 14 Notes

Presenting the Product

The 7 Steps of a Sale:

- Approaching the Customer (greet customer face-to-face)
- Determining Needs (learning what customer is looking for)
- Presenting the Product (educating the customer on product's features/benefits)
- Overcoming Objections (learning why customer is reluctant to buy; providing info.)
- Closing the Sale (customer agrees to buy)
- Suggesting Selling (suggest customer buy additional merchandise)
- Relationship Building (helping customer feel he/she made a wise purchase)

PRODUCT PRESENTATION:

- Show the product and tell about it. The **goal** is to match customer's needs with appropriate product features and benefits.
- Which Products to Show: match with customer's needs
- What Price Range to Offer: Begin with medium price range if not sure of customer's interest
- How Many Products to Show: Usually no more than 3 at a time so don't overwhelm customer

What to Say During the Presentation: Focus on FFBs

- Use highly descriptive adjectives (avoid “nice” “pretty” “fine”)
- Avoid slang (This outfit is “hot”; This car will “blow you away”)
Use highly descriptive adjectives (avoid “nice” “pretty” “fine”)
- For Business to Business sales: Use jargon (technical vocabulary used by people in the industry)
- For Retail sales: use laymen’s terms (words average customer will understand)
- Show enthusiasm

Make the Presentation Come Alive:

5 techniques that make a lively and effective product presentation

1. Displaying and Handling the Product
2. Demonstrating the Product helps build customer confidence

3. Using Sales Aides (especially when impractical to demonstrate it)

Samples: magazine articles, models, drawings, customer testimonials, computer video clip, charts & graphs with data, etc.

4. Involve the Customer (Do it as soon as possible to keep customer's attention)

Let customer touch and use the product
Get customer talking about the product

5. Hold the Customer's Attention

Key is keeping the customer involved at all times

HANDLING QUESTIONS & OBJECTIONS



OBJECTIONS:

- Concerns, doubts or other reasons a prospect won't commit to a purchase.

Handling Objections

"Your price is too high"

"I have to think about it"



EXCUSES:

- Insincere reasons for not buying or seeing a sales person.



COMMON OBJECTIONS

- Need: Conflicts between wanting something and truly needing it
- Product: Concerns about quality, size, appearance
- Source: Related to a negative past experience with a company/product
- Price: Related to the cost of an item
- Time: Personal reasons for not being able to buy

FOUR STEP PROCESS FOR HANDLING OBJECTIONS

- 1. Listen
- 2. Acknowledge the objection
- 3. Restate the objection
- 4. Answer the objection

METHODS FOR HANDLING OBJECTIONS

- **Boomerang:** objection comes back as a selling point.
Ex. Thinsilate
- **Question:** Ask the customer open-ended questions following an objection to find out more information. Ex. What are some of your major concerns.
- **Superior Point:** Acknowledge objections as valid, but offset them with other features. Ex. The 12 miles per gallon is not the most fuel efficient but it has a 30 gallon tank.
- **Direct Denial:** Prospect directly objects the product
- **Demonstration:** Show the prospect how the product works
- **Third Party:** Use an outside source to validate your product