

## ORGANIZING THE PRODUCT PRESENTATION

When you do a puzzle, you analyze the various parts by shape and size. You might select the straight-edged pieces to use for the frame. When you sell, you analyze your customer's needs and buying motives. Then you use that information to begin framing your product presentation. The goal of the product presentation is to effectively present the features and benefits of a product that best match your customer's needs and buying motives.



### As You Read

**Consider** How can you hold a customer's interest throughout the sales process?

### SHOW AND TELL

Your first decision in the product presentation step of the sale is what product or products to show your customer. Then you must think about what you are going to say and how you are going to say it. This is the step of the sale in which you have the opportunity to share your expertise with the customer. You have put a lot of preparation into learning about the product you sell and how to communicate its selling points. This preparation will assist you now. Remember, you are the expert, and you have the solutions to your customer's problems and needs.

### WHICH PRODUCTS DO YOU SHOW?

After you have learned the customer's intended use of a product, you should be able to select a few samples that match those needs. You may select technically advanced cameras for customers who want a camera for professional use. Novice customers might want fully automatic cameras.

When your product selection is not exactly accurate, ask questions to get the feedback you need to select a different model or style. Determining customer's needs occurs throughout the sales process.

“ Selling is, in many ways, like putting together a jigsaw puzzle. ”

### WHAT PRICE RANGE SHOULD YOU OFFER?

Sometimes you will not know the customer's price range. Your knowledge of the intended use may be insufficient to determine a price range. In these cases, begin by showing a moderately priced product. You can move up or down in price once you begin to get the customer's feedback.

If you are offering consulting services or a quote on a major project, such as a kitchen renovation, you may need to get some idea of the customer's budget. In that case, you can provide the customer with a price range. For example, “Our fees range from \$100 for our basic service up to \$500 for our premium services.” This technique will help you discover your customer's price range without asking “How much did you want to spend?”

It is not a good idea to introduce price early in the product presentation unless it is a major selling point. This is because you need time to show your clients or customers how valuable your product is to them. You know that if a product is something that you would really need and want, price becomes less of a factor in a purchase decision.

## HOW MANY PRODUCTS SHOULD YOU SHOW?

To avoid overwhelming your customer, show no more than three products at a time. It is difficult for most people to remember all the features of more than three items during a presentation. When a customer wants to see more than three, put away the displayed products in which the customer shows no interest.



**Show and Tell** Provide useful information to the customer, and teach him or her to use the product, thereby enhancing its value.

## WHAT DO YOU SAY?

In this step of the sales process, present the product's selling points. Educate customers by explaining how the product's features relate to their respective needs. Use highly descriptive adjectives and active verbs when describing product features. Avoid generalized descriptions, such as *nice*, *pretty*, and *fine*.

Avoid using slang and terms that have double meanings. For example, when selling an expensive suit to a corporate executive, you should not say something like, "You look cool in that suit." In such a situation, it would be more appropriate to point out the fine fabric used in the suit or the quality of the tailoring.

When selling industrial products, you can use the appropriate jargon to communicate with industrial buyers at their level of expertise. As you may recall from Chapter 8, jargon is specialized vocabulary used by members of a particular group. If you know the meanings of the terms used by your customers, you will be able to address their needs more professionally and effectively.

When selling products to retail customers, you should use layman's terms. **Layman's terms** are words the average customer can understand. If you are selling electronics, instead of talking about motherboards and processors, you could say, "This computer is fast and reliable."



### Reading Check

**Identify** What is the goal of product presentation?

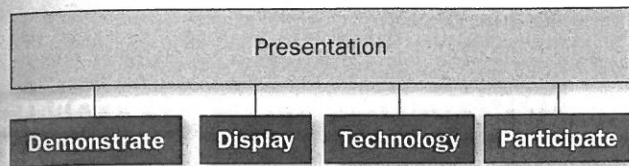


In some businesses, salespeople rely on showroom displays for their product presentations. Displays help show off a product in a setting or in use. *What businesses rely on displays to showcase their product? How do salespeople use those displays for their product presentations?*

Displays

# PLAN THE PRESENTATION

Planning is necessary for an effective product presentation. Consider how you will present the product to the customer and how you will demonstrate its selling points. What sales aids will add to your presentation? Finally, how will you involve the customer?



## PRESENTING AND DEMONSTRATING THE PRODUCT

The way you physically present a product to the customer presents an image of its quality. Handle it with respect and use hand gestures to show the significance of certain features. For example, when presenting an expensive ring or watch to a customer, you might place it on a velvet pad rather than directly on a glass display counter.

Demonstrating the product in use helps to build customer confidence. This is especially true if you are selling an item that requires manipulation or operation, such as a camera, computer, or smartphone. To demonstrate the features of a copier, you might show how it can enlarge or reduce a document as well as **collate** and staple multiple copies. The capabilities of computer software products can be easily demonstrated directly on a computer.

## USING DISPLAYS AND SALES AIDS

In retail selling situations, product displays can help in the product presentation. Mannequins give salespeople the opportunity to show how a complete outfit might look on the customer. When selling china, silverware, and glasses, a complete table-setting display gives customers an idea of how those products would look in their own homes. Manufacturers also display their products in their own showrooms to make it easier for their salespeople to sell.

When it is impractical to display or demonstrate the actual product or when you want to emphasize certain selling points, you can use sales aids in your presentations. Sales aids may include samples, fabric **swatches**, reprints of magazine and newspaper articles, audiovisual aids, and scaled models.

## Career Chatroom

### Malcolm Chakery

President  
Chakery Design

#### What do you do at work?


My job involves Web, logo, and brochure design. I present our product by explaining the set-up details. Then I walk clients through each phase and answer questions. I make sure the client has an enjoyable experience working with our design team.

#### What is your key to success?

The key to my success stems from something I learned from DECA in high school, acting as chapter president—“Keep it simple.” That small phrase is the cornerstone of my achievements.

#### What skills are most important to you?

Professionalism, communication, and leadership. Professionalism is how you act, work, and deal with clients. Do not offer less than the best. Invest in your level of communication in written form, by telephone, or in person. A successful company must have a good leader who is available to clients and staff. A leader has vision, dedication, commitment, and integrity.

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Read more about this career and get a Career Exploration Activity.

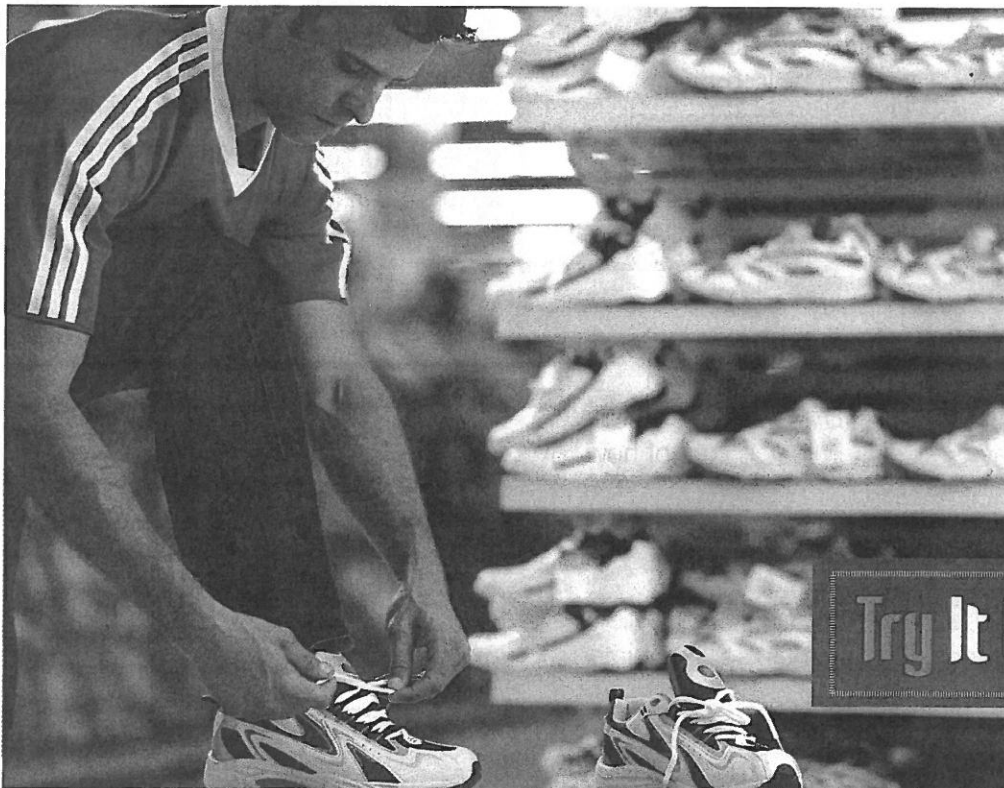
Photographs, drawings, graphs, charts, specification sheets, customer testimonials, and warranty information can also be used as sales aids. Organizational sales representatives who sell machinery, industrial components, or other business-related technology may use high-tech, multimedia presentations. For example, computer-aided design can be used to show products in three-dimensional views. It may have the ability to rotate the product and highlight special features. Videos can show a product in use.

For a riding lawnmower, you could show the customer articles in magazines that rate its performance. You could also use any complimentary letters or testimonials from satisfied customers as a sales aid, or share the warranty the manufacturer offers. These sales tactics help consumers build confidence in the company because they show that the company stands behind its products. If you were selling this product to retailers for resale purposes, you may even want to use samples of the lawnmower's blade to demonstrate its effectiveness and durability. You might also show a video to demonstrate its ease of operation, safety features, and high-quality construction.

Be creative when determining which sales aids will help you in your particular product presentation. Manufacturers of industrial ovens might show a video of how quickly and efficiently the oven performs. Insurance salespeople might use graphs and charts to show how dividends will accumulate or to compare the benefits of one policy to another. They might even use a computer to personalize the presentation of that information for each customer and show different policy plans for that person.

## INVOLVING THE CUSTOMER

It is best to get the customer physically involved with the product as soon as possible in the sales presentation. Appeal to the customers' five senses. You could have your customers hold and swing golf clubs, and try on and walk around in a pair of shoes. Allow customers to feel the ease of using a computer keyboard or mouse and listen to the sound quality and see the vivid colors on a television. Customers will want to test-drive an automobile or taste and smell food products. Some cosmetic companies offer free makeovers so a customer can see how the products enhance their appearance.



Allowing customers to try a product or service lets them participate in the sale. *Why is it so important to get a product into the customer's hands or involve the customer in some other way during the sales presentation?*

Try It Out

You can also involve your customer verbally during the sales presentation by confirming selling points. Ask a question that is guaranteed to produce a positive response. You might say, "This jacket is wind and water resistant. Don't you think that feature will come in handy on an outdoor trip?" Pause for the customer's answer. If you get the customer's agreement on several selling points, you know you are on the right track with the selected product.

## HOLDING THE CUSTOMER'S ATTENTION

When you involve a customer in the sale, you help him or her make intelligent buying decisions. You also help yourself because the customer is generally more attentive when doing more than just listening to what you say.

If you are losing your customer's attention, ask a simple question. Regaining your customer's attention is essential if you are to continue with the sales presentation. The key is keeping the customer involved.



### After You Read

### Section 14.1

## Review Key Concepts

1. **Explain** how to identify which priced product you should show when you cannot determine a customer's intended price range.
2. **Explain** how you might involve the customer in a product presentation about a high-tech product.
3. **Describe** how to involve a customer in the product presentation when selling fresh bread and pastries to a restaurant.

## Practice Academics

### English Language Arts

4. Write a detailed plan that covers the product presentation for a product of your choice. For at least one product feature, include what you will say, how you will demonstrate that feature, what sales aids you will use, how you will use them, and how you will involve your customer.

### Mathematics

5. You work in a fabric store. A customer wants to buy 15 feet of wool fabric. If the price per yard is \$16.50, how much do you charge?

**Math Concept Measurement** Measure objects and apply units, systems, and processes of measurement.

**Starting Hints** To solve this problem, divide 15 by 3 to convert the amount of feet into the amount of yards. Multiply \$16.50 by the number of yards the customer wants to determine the total price.

**NCTE 4** Use written language to communicate effectively.

**NCTM Measurement** Understand measurable attributes of objects and the units, systems, and processes of measurement.



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Check your answers.

For help, go to the **Math Skills Handbook** located at the back of this book.