

Product Presentation

*It is a fact that more than 80% of all goods sold are sold by less than 20% of the sales force. It is also a fact that those **SALES PROFESSIONALS**, who produce the greatest volume of sales, spend less than 20% of their selling time in the product presentation.*

*The highly skilled **PROFESSIONAL** has learned the secret of successful product presentation. He/she has thoroughly qualified the customer, knows the customer's general and specific needs and desires and responds accordingly.*

*The **PROFESSIONAL** knows WHICH PRODUCT to demonstrate. He/she knows which **FEATURES** to point out, what the **FUNCTION** is, and which customer **BENEFITS** to explain. Through the "process of elimination" the **PROFESSIONAL SALESPERSON** narrows the customer's options to one, two or possibly three models.*

*The benefit of isolating the product presentation to two or three models is, it saves a great deal of time, greatly reduces customer confusion, and allows the **PROFESSIONAL** to spend more time overcoming customer objections and closing the sale.*

Product Presentation

Action Guides:

- 1. Create excitement and build enthusiasm for the product you are trying to sell before you show your prospect the product.***
- 2. Demonstrate your product with pride and enthusiasm.***
- 3. Get your prospect involved and into the act.***
- 4. Sell the benefits of the product.***

Remember:

"A product presentation, without demonstration, is nothing more than idle conversation."

FEATURE ● FUNCTION ● BENEFIT
SELLING

FEATURE *What is it?*

FUNCTION *What does it do?*

BENEFIT *What's in it for the
Customer?*

SELLING

FEATURE ● FUNCTION ● BENEFIT

FEATURE <i>What is it...</i>	FUNCTION <i>What does it do...</i>	BENEFIT <i>For the Customer...</i>
1. <i>The tub in this washer is made of stainless steel.</i>	"SO THAT" <i>the surface of the tub is perfectly smooth, and it will never rust or corrode.</i>	"WHICH MEANS" <i>YOUR clothing will last longer, and you'll never have to replace the tub. In any case you'll save money.</i>
2. <i>This dishwasher has its silverware basket in the door.</i>	"SO THAT" <i>you eliminate the danger of sharp knives and forks pointing up, as in most other brands.</i>	"WHICH MEANS" <i>YOU will avoid the possibility of a serious injury to yourself or a member of your family.</i>
3. <i>This video recorder records at three different speeds.</i>	"SO THAT" <i>you may record at a slow, fast or extra fast speed.</i>	"WHICH MEANS" <i>YOU record in the most economical speed or to record the best picture possible.</i>
4. <i>This sofa has a kiln dried hardwood frame.</i>	"SO THAT" <i>the frame will never twist, bow or warp.</i>	"WHICH MEANS" <i>YOUR new sofa will remain comfortable and look new longer.</i>

SELLING

FEATURE ● FUNCTION ● BENEFIT

Features:

1. Features are **TANGIBLE**.
2. Features describe a **PART** of the product.
3. Features answer the question, **WHAT IS IT?"**

Functions:

1. Functions are **INTANGIBLE**.
2. Functions answer the question, **"WHAT FUNCTION DOES THE FEATURE PERFORM?"**

Benefits:

1. Benefits are **INTANGIBLE**.
2. Benefits **MOTIVATE** the customer to buy.
3. Benefits answer the questions, **WHAT IS IN IT FOR THE CUSTOMER?"**

SELLING

FEATURE



FUNCTION



BENEFIT

FEATURE
What is it...

FUNCTION
What does it do...

BENEFIT
For the Customer...

1.	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/> <hr/>
2.	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/> <hr/>
3.	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/> <hr/>
4.	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/> <hr/>
5.	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/> <hr/>
6.	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/> <hr/>
7.	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/> <hr/>
8.	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/> <hr/>

The following is a list of "UNSELL" words.

EXERCISE: *substitute a word or phrase next to each
 that is positive and soothing to the customer.*

DEAL: *Would you okay the DEAL.....?*

COST: *Your COST is.....*

PAY: *How did you want to PAY for this..... ?*

CONTRACT: *This is a 24 month CONTRACT.....*

SIGN: *Would you SIGN right here.....?*

TRY: *I'll TRY to.....*

HURT: *It wouldn't HURT to ask.....*

BUY: *Is this the one you wish to BUY.....?*

BAD: *This quality is really BAD.....*

SELL: *I'd really like to SELL you this.....*

PRICE: *What PRICE did you have in mind.....?*

OBLIGATION: *Your OBLIGATION is.....*

LIABLE: *You're LIABLE for only*

FAIL: *Should this product FAIL.....*