

Chapter 14

Presenting the Product

- Section 14.1 Product Presentation
- Section 14.2 Objections



Product Presentation

Key Terms

layman's
terms

Objectives

- Describe the goal of product presentation
- List four techniques that create a lively and effective product presentation

Product Presentation

Graphic Organizer

Copy this chart. Use it to take notes about how to create an effective product presentation.



Organizing the Product Presentation

When you sell, you analyze your customer's needs and buying motives. Then you use that information to begin framing your product presentation.

Show and Tell

Your first decision in the product presentation step is what product or products to show your customer. Then you must think about what to say and how you are going to say it. Here, you have the opportunity to use consultative selling.

Show and Tell

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. When you do not know the customer's price range, begin by showing a medium-priced object.

Show and Tell

layman's terms



Words the average customer can understand.

To avoid overwhelming your customer, show no more than three products at a time. Avoid unclear words such as *nice*, *pretty*, and *fine*.

When selling products to retail customers, you should use layman's terms. **Layman's terms** are words the average customer can understand.

Make the Presentation Come Alive

There are four factors in creating an engaging product presentation:

- Displaying and handling the product
- Demonstrating the product
- Using sales aids
- Involving the customer

Make the Presentation Come Alive

Creatively displaying the product is the first step in an eye-catching presentation. Handle the product with respect and use hand gestures to show the significance of certain features.

Make the Presentation Come Alive

Demonstrating the product in use helps to build customer confidence.

When it is impractical to demonstrate the actual product, you can use sales aids in your presentation.

Make the Presentation Come Alive

Sales aids include:

- Samples and models
- Reprints of articles
- Photographs and charts
- Customer testimonials
- Warranty information

Make the Presentation Come Alive

It is best to get the customer physically involved with the product as soon as possible in the sales presentation. When you involve a customer in the sale, you help the person make intelligent buying decisions.

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SECTION 14.1 REVIEW

SECTION 14.1 REVIEW

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Objections

Key Terms

objections

excuses

objection
analysis
sheet

paraphrase

substitution
method

boomerang
method

superior-
point method

third-party
method

Objectives

- Distinguish objections from excuses
- Explain the five buying decisions on which common objections are based

Objections

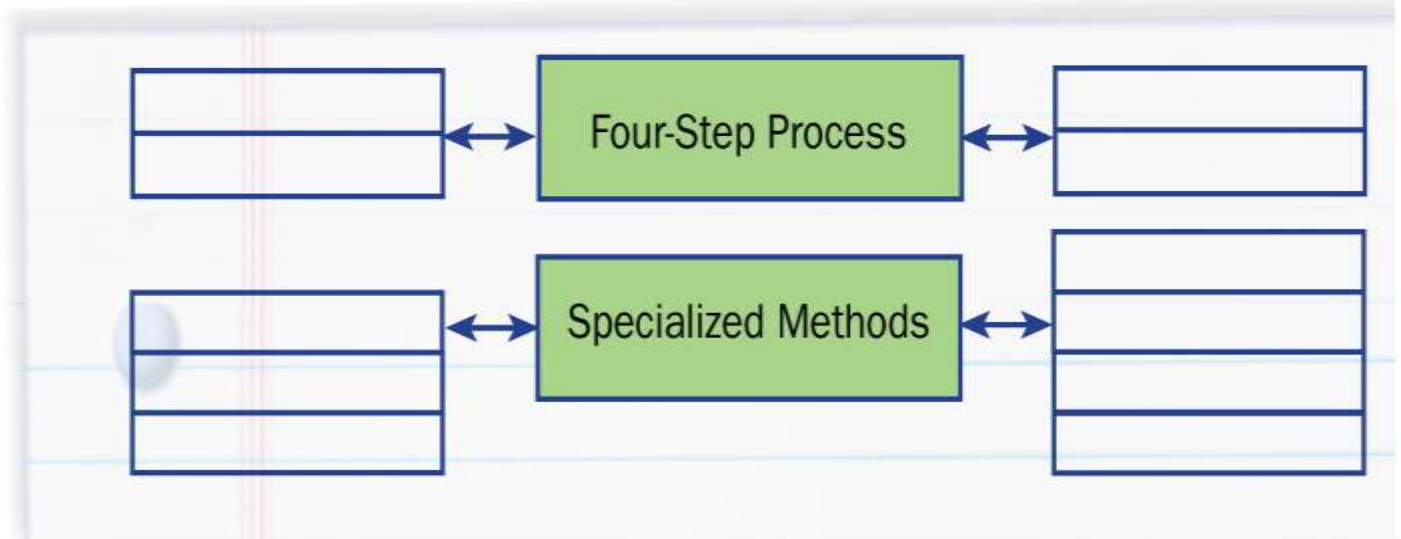
Objectives

- Demonstrate the general four-step method for handling customer objections
- List seven specific methods of handling objections and note when each should be used

Objections

Graphic Organizer

Use the chart below to take notes about ways to handle objections.



Understanding Objections

objections



Concerns, hesitations, doubts, or other honest reasons a customer has for not making a purchase.

Objections ◀ are concerns, hesitations, doubts, or other honest reasons a customer has for not making a purchase. Objections should be viewed as positive because they give you an opportunity to present more information to the customer.

Understanding Objections

excuses

Reasons for not buying or not seeing the salesperson.

Excuses ◀ are reasons for not buying or not seeing the salesperson. Customers often use excuses when they are not in the mood to buy or when concealing their objections. When faced with this, be polite and courteously encourage the customer to look around.

Plan for Objections

objection analysis sheet



A document that lists common objections and possible responses to them.

You can prepare yourself for most objections that might occur in a sales situation by completing an **objection analysis sheet** ◀, a document that lists common objections and possible responses to them.

Common Objections

Most objections are based on:

- Need
- Product
- Source
- Price
- Time

Common Objections

*No springs.
No air. No water.
No kidding!*



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This ad anticipates and dispels customers' common objections to the type of product being advertised, a specialized bed.

Four-Step Process for Handling Objections

It takes four basic steps to handle objections:

- Listen, acknowledge, restate, and answer

When listening, remember to:

- Be attentive, maintain eye contact, and let the customer talk

Four-Step Process for Handling Objections

Acknowledging objections demonstrates that you understand and care about the customer's concerns. Some common statements used are:

- "I can see your point."
- "Other customers have asked the same question."

Four-Step Process for Handling Objections

To be sure you understand the customer, you can restate his or her objection in a number of ways:

- “I can understand your concerns. You feel.... Am I correct?”
- “In other words, you feel that....”

Four-Step Process for Handling Objections

paraphrase



To restate something in a different way.

Paraphrase the objections. To **paraphrase** ◀ is to restate something in a different way.

Answer each objection tactfully. Never answer with an air of superiority or suggest that the person's concern is unimportant.

Specialized Methods of Handling Objections

There are seven specialized methods for handling objections:

- Substitution and boomerang
- Question and superior-point
- Denial and demonstration
- Third-party

Specialized Methods of Handling Objections

substitution method



A selling method that involves recommending a different product that would still satisfy the customer's needs.

The **substitution method** ◀ involves recommending a different product that would satisfy the customer's needs.

Specialized Methods of Handling Objections

boomerang method



A selling method that converts a customer's objection into a selling point.

The **boomerang method** ◀ brings the objection back to the customer as a selling point. When using this method, be careful not to sound as if you are trying to outwit the customer. Use a friendly, helpful tone.


Specialized Methods of Handling Objections

The question method is a technique in which you question the customer to learn more about objections. Never ask questions in an abrupt manner; this may seem rude and create a defensive atmosphere.

Specialized Methods of Handling Objections

superior-point method

A selling technique that permits the salesperson to acknowledge objections as valid, yet still offset them with other features and benefits.

The **superior-point method**  is a technique that permits the salesperson to acknowledge objections as valid, yet still offset them with other features and benefits. The customer must evaluate the different features and might see additional reasons for buying.

Specialized Methods of Handling Objections

The denial method is when the customer's objection is based on misinformation. You must back up the denial with proof and accurate facts.

Specialized Methods of Handling Objections

The demonstration method involves showing the features of the product. This method can be quite convincing. Conduct only demonstrations you have tested, and make sure they work before using them in a sales situation.

Specialized Methods of Handling Objections

third-party method



A selling method that involves using a previous customer or other neutral person who can give a testimonial about the product.

The **third-party method** ◀ involves using a previous customer or another neutral person who can give a testimonial about the product.

You will create effective combinations of these methods of handling objections that work best.

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SECTION 14.2 REVIEW

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FOCUS on KEY POINTS

Section 14.1

- The goal of a product presentation is to match a customer's needs and wants to a product's features and benefits.
- When selecting products to show your customer, consider needs and price range, and limit your selection to three items at a time.

continued

FOCUS on KEY POINTS

Section 14.2

- Objections are reasons or doubts that occur during a sales presentation.
- You should welcome objections in the sales process because they help clarify a customer's needs and provide an opportunity to introduce additional selling points.

continued

FOCUS on KEY POINTS

Section 14.2

- The four-step method for handling objections is: listen, acknowledge, restate, and answer.
- There are seven specific methods of handling objections in different selling situations: substitution, boomerang, question, superior-point, denial, demonstration, and third-party.



This chapter has helped prepare you to meet the following DECA performance indicators:

- Convert customer/client objections into selling points.
- Determine customer needs.
- Recommend specific product
- Explain the selling process.
- Make oral presentations.



CHAPTER 14 REVIEW

CHAPTER 14 REVIEW

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