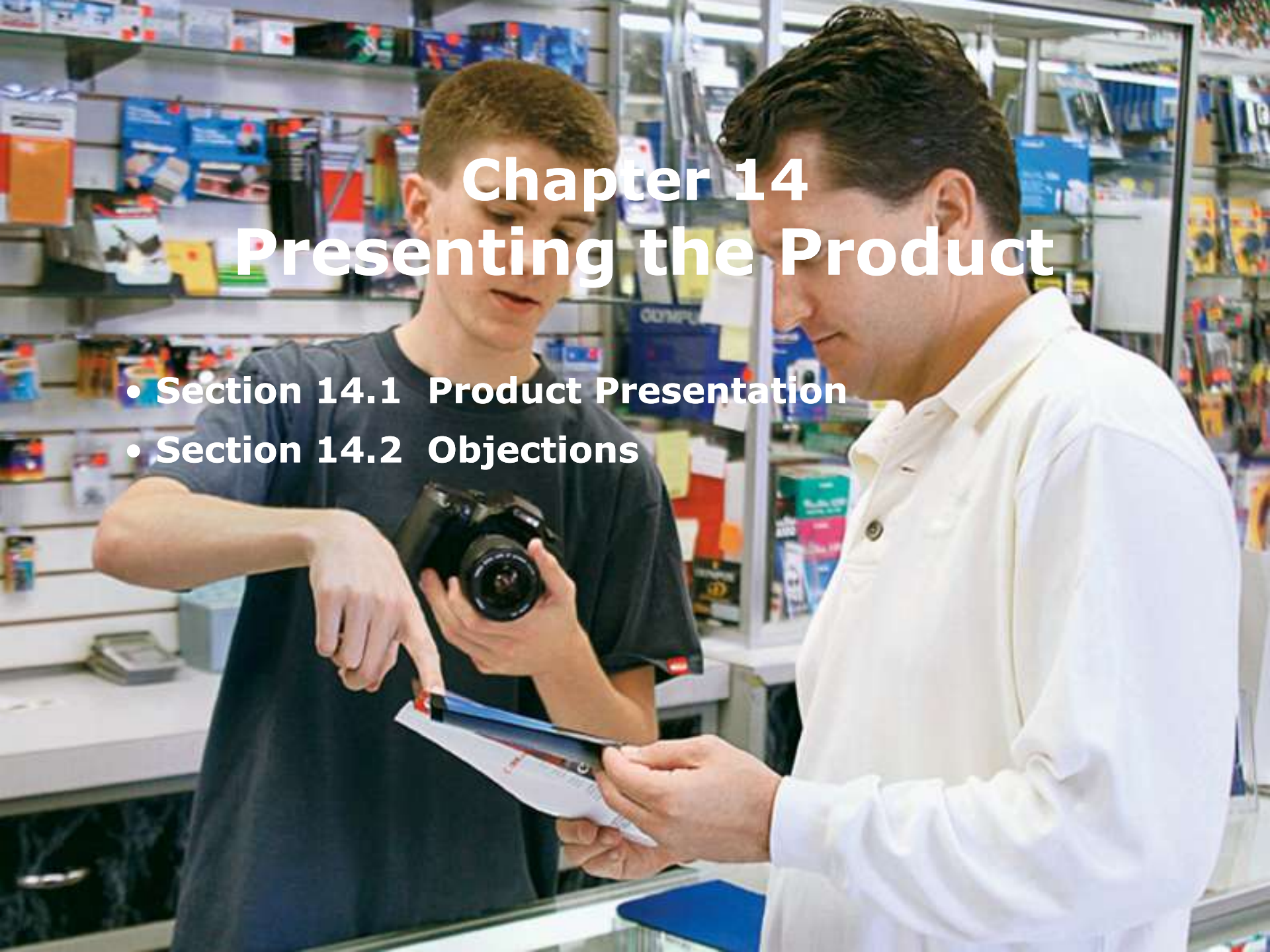


# Chapter 14 Presenting the Product

- 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.

# 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

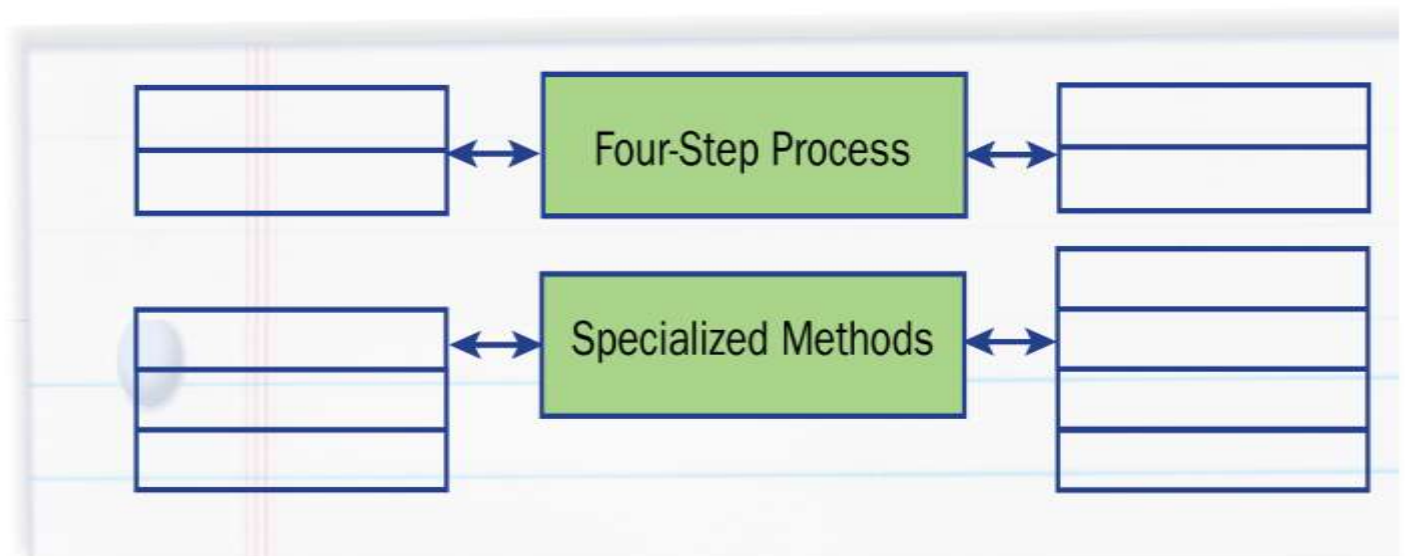
## Objectives

- 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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# 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.

## 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

You are X.

Start by picking a square. If you answer correctly, you win that square. If your answer is incorrect, O gets the square.

PLAY

- click twice to continue -