

# 7 Steps of a Sale

PARTICIPANT  
WORKBOOK





# Table of Contents

Module **1** **The Approach**

Module **2** **Determine Needs**

Module **3** **Present the Product**

Module **4** **Overcome Objections**

Module **5** **Suggestion Selling**

Module **6** **Close the Sale**

Module **7** **Build Relationships**





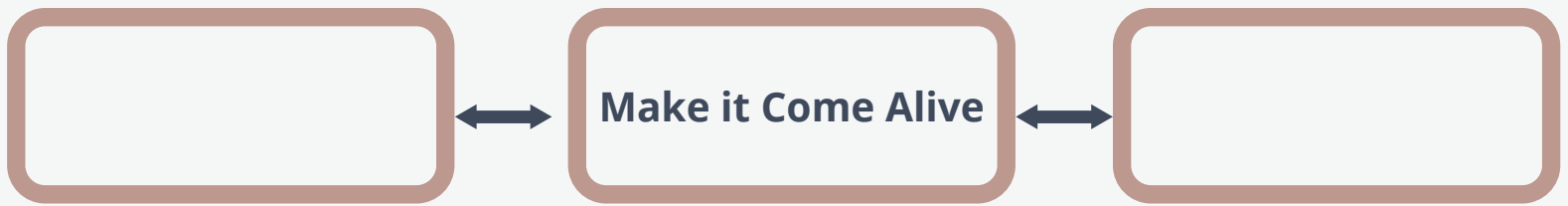
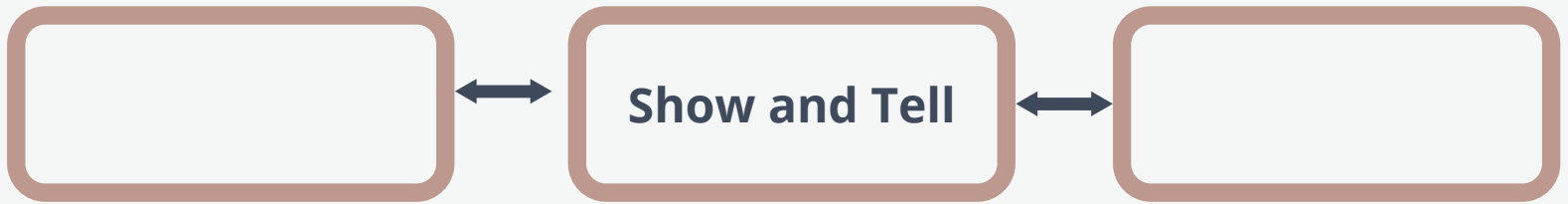
Module

3

**Present the  
Product**

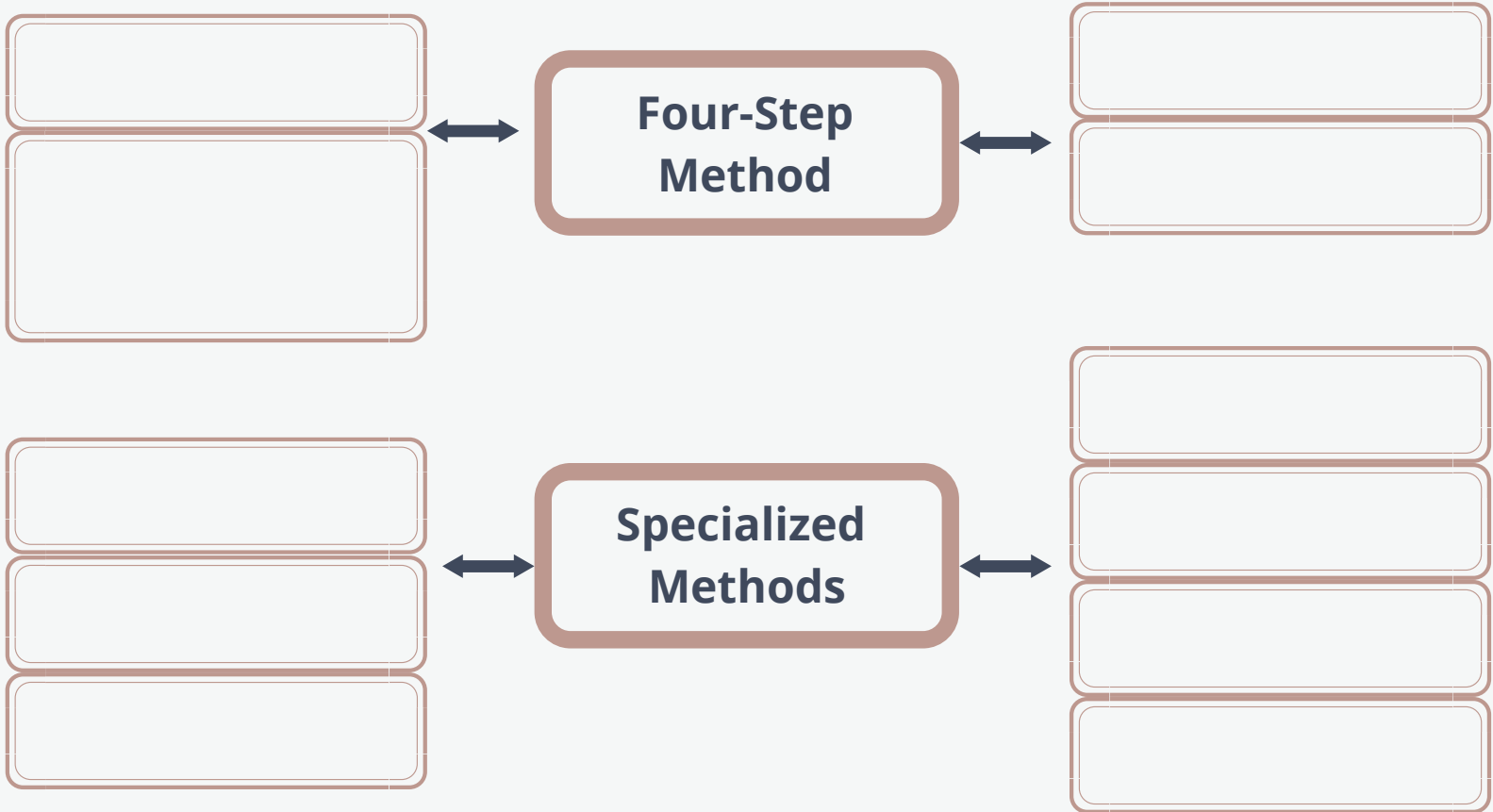
Module **3** Present the Product

**Directions** Use the chart to take notes about how to create an effective product presentation.



Module **3** Present the Product

**Directions** Use the chart to take notes about ways to handle objections.



Module **3** Present the Product

**Directions** Use this graphic organizer to provide details about product presentation techniques.

# Presentation

**Demonstrate**

**Display**

**Technology**

**Participate**

Empty box for notes under Demonstrate

Empty box for notes under Display


Empty box for notes under Technology


Empty box for notes under Participate

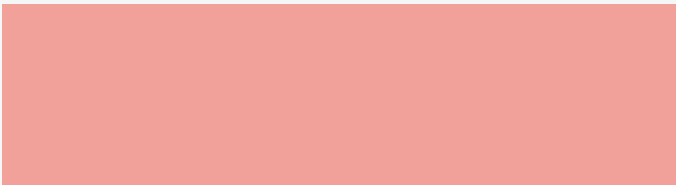
**Directions** Use the spaces below to list examples of sales aids.

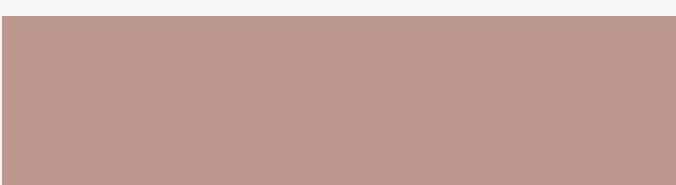
Module **3** Present the Product

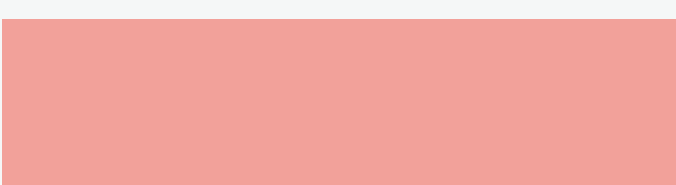
**Directions** Use the spaces below to provide potential customer objections.

Need 

Product 

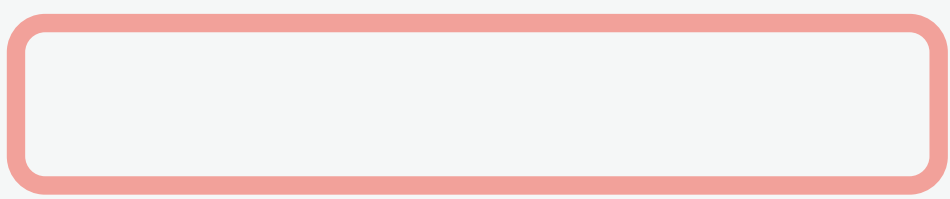
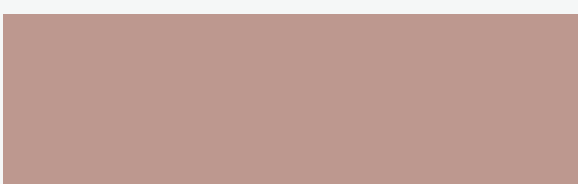
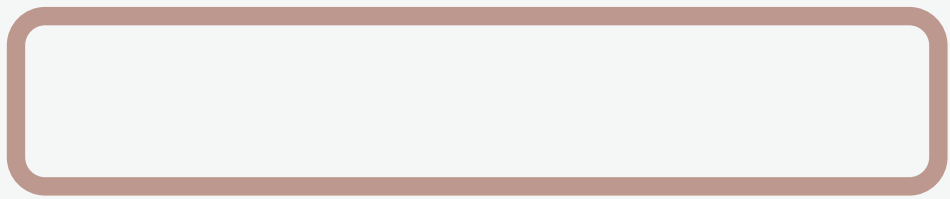
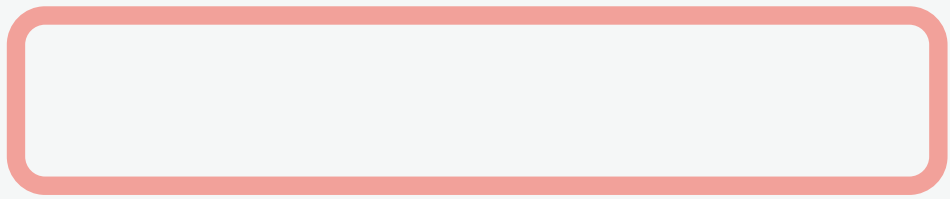
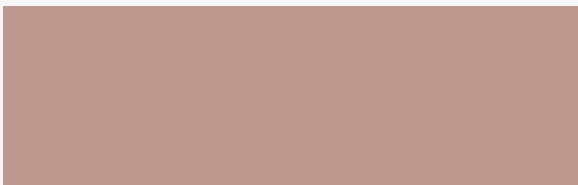
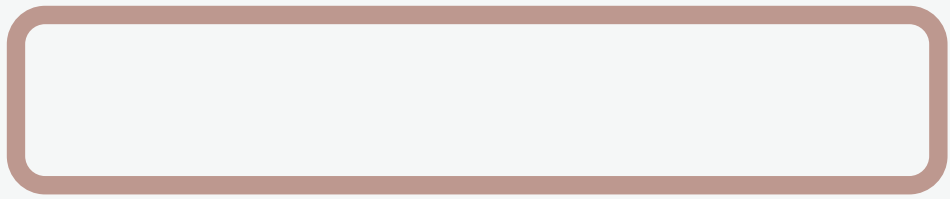
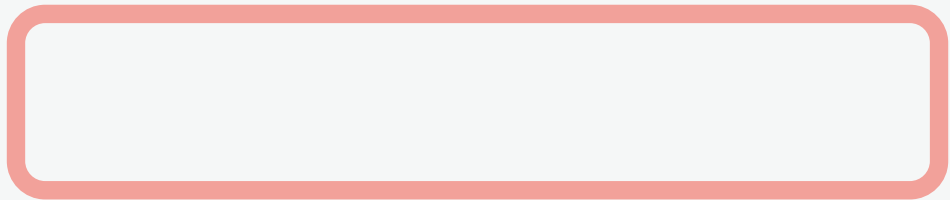
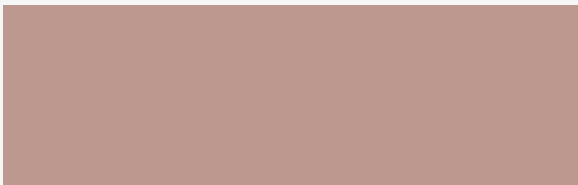
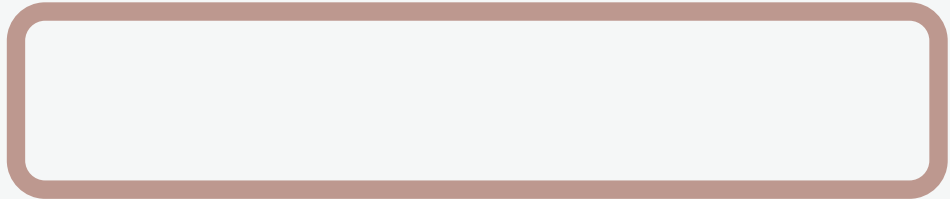
Source 

Price 

Time 



**Directions** Use the spaces below to describe methods for answering objections.



Module **3** Present the Product

**Directions** As the trainer presents, write notes, facts, and main ideas in the Note Taking column. Write keywords and short phrases in the Cues column. Then summarize the section in the Summary box.

**Cues**

**Note Taking**

Organizing the Product Presentation

Plan the Presentation

**Summary**

Module **3** Present the Product

**Directions** As the trainer presents, write notes, facts, and main ideas in the Note Taking column. Write keywords and short phrases in the Cues column. Then summarize the section in the Summary box.

**Cues**

**Note Taking**

Understanding Objections

Plan for Objections

**Summary**

## Vocabulary Terms

**Laymen's Terms:** Words that the average customer can understand.

**Objection:** A concern, hesitation, doubt, complaint, or other reason a customer has for not making a purchase.

**Excuse:** A reason given when a customer has no intention of buying in retail-sales situations.

**Objection Analysis Sheet:** A document that lists common objections and possible responses to them.

**Substitution Method:** Recommending a different product that would still satisfy the customer's needs.

**Boomerang Method:** A method of answering objections by bringing the objection back to the customer as a selling point.

**Superior-Point Method:** A technique of overcoming objections by acknowledging objections as valid, yet still offsetting them with other features and benefits.

**Third-Party Method:** A technique that involves using another customer or neutral person who can give a testimonial about the product.

# Module 3 Present the Product

## Sales Tips

- Show the medium-priced item so you can go up in price or down in price once you get feedback from the customer.
- After giving a basic demonstration, have the customer use the product. Give directions and have the customer follow them so they can see and feel how the product operates.
- To sell fresh bread and pastries to a restaurant, you must have the customer taste the products.
- Excuses are reasons given when a customer has no intention of buying; while objections are concerns, hesitations, doubts, or other honest reasons for not making a purchase.
- To prepare for objections, you can prepare an objection-analysis sheet which lists common objections and possible responses to those objections.

Module **3** Present the Product

**Apply Your Knowledge**

**Part I. Directions** With your table group, plan a product presentation for a Sharp Digital Viewcam. Write exactly what you would say and do to present the product features listed below.

*Product Features: Dimensions, (W X H X D inches) 16.2 X 3.8 X 2.0, and approximate weight, 1.2 pounds, without tape or battery.*

**Part II. Directions** Write two questions to determine the customer's previous experience with the Sharp Digital Viewcam.

Apply Your Knowledge

**Part III. Directions** For each customer objection, below, write a salesperson's response using the indicated method.

**Objection:** "This jacket is so thin. It can't possibly keep out the rain."

**Response:** *(Use the demonstration method.)*

**Objection:** "I like this jacket, but I'm not sure my daughter really needs all of its features. She just needs a jacket to wear to school."

**Response:** *(Use the boomerang method.)*

**Nonverbal Objection:** The customer has a skeptical look in his face when you tell him how easy it is to pack up the jacket into a pouch.

**Response:** *(Use the denial method.)*

Module **3** Present the Product

Reflection

**Directions** Write a sentence or two reflecting on the questions below regarding what you have learned about presenting the product stage of the sales process.

1. How are objections different from excuses?

2. Why should you welcome objections in the sales process?

3. What are the five buying decisions on which common objections are based?

4. What is the four-step method for handling customer objections?



Module

3

Present the  
Product

Additional Notes

Module

3

Present the  
Product

# Additional Resources



# Feature/Benefit Chart

**Features**

**Benefits**



