

# Marketing Essentials



## Chapter 14

### presenting the product

#### Section 14.1 Product Presentation

#### Section 14.2 Objections

# Product Presentation



## Before You Read

**CONNECT** When have you had to effectively present something to an audience?

## OBJECTIVES

- **Describe** the goal of the product presentation.
- **Explain** how products are selected for the presentation.
- **Explain** what to say during the product presentation.
- **List** techniques that help create effective product presentations.

## **THE MAIN IDEA**

The product presentation step of the sales process allows a salesperson to share product knowledge with customers. Customers' needs and wants should be matched with product features and benefits.

## VOCABULARY

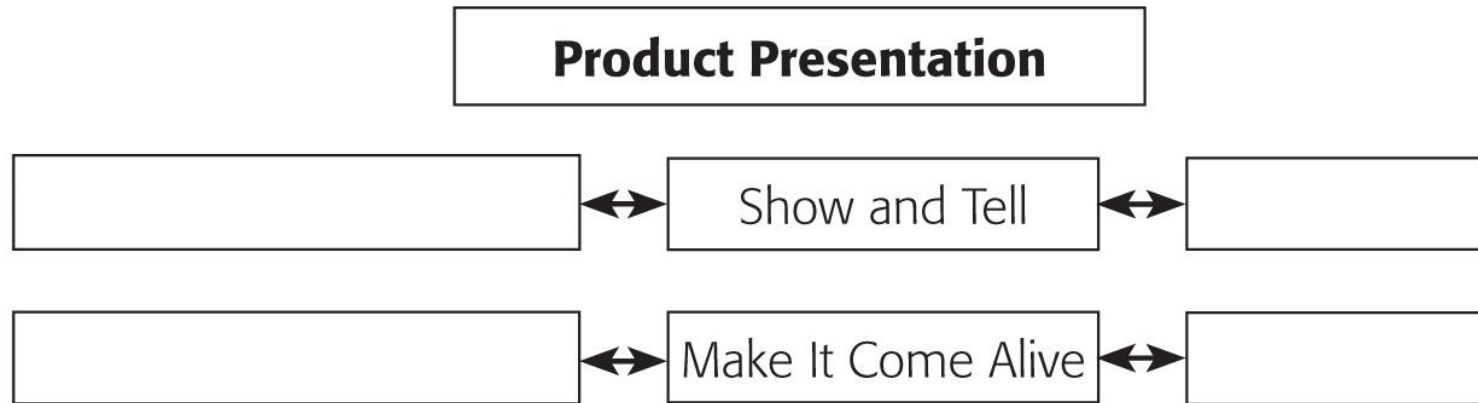
- layman's terms



# Product Presentation

## Graphic Organizer

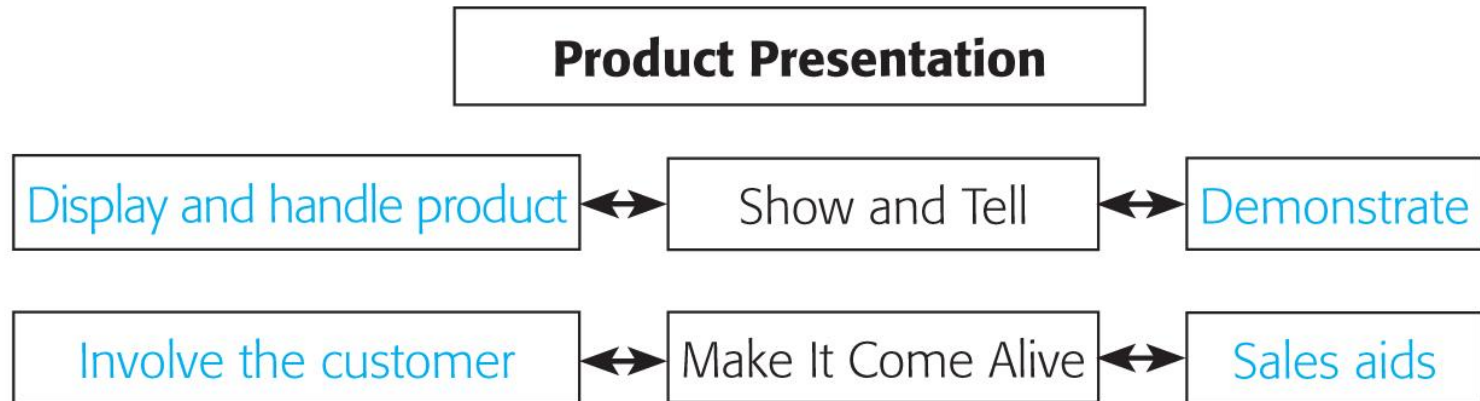
### Notes About How to Create an Effective Product Presentation



# Product Presentation

## Graphic Organizer

### Notes About How to Create an Effective Product Presentation



## Organizing the Product Presentation

### Show and Tell

#### Which Products Do You Show?

- Choose samples that match needs

#### What Price Range Should You Offer?

- When in doubt, offer a moderate price range and move up or down based on feedback
- “How much do you want to spend?”

#### How Many Products Should You Show?

- Show no more than three products at a time

#### What Do You Say?

- Present selling points
- Avoid generalized descriptions
- Avoid slang
- Use appropriate jargon
- Use layman's terms



#### layman's terms

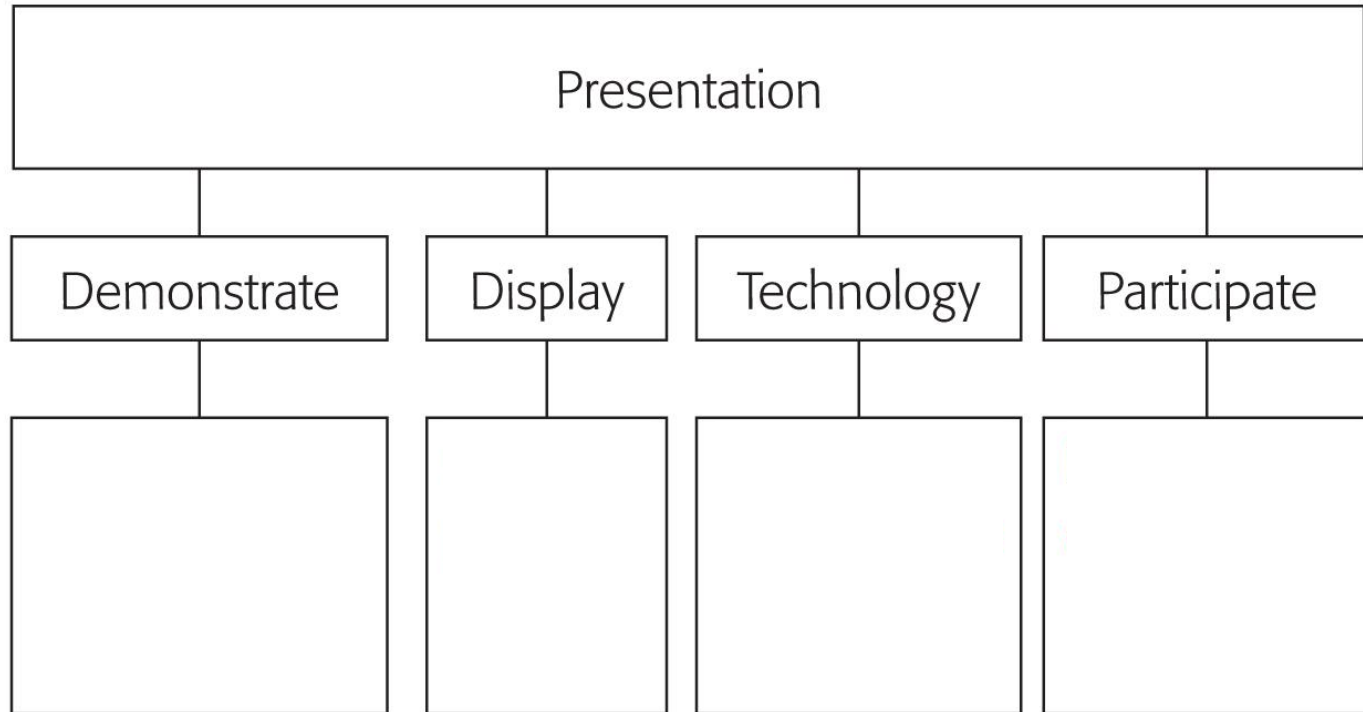
Words that the average customer can understand.



## Plan the Presentation

### Graphic Organizer

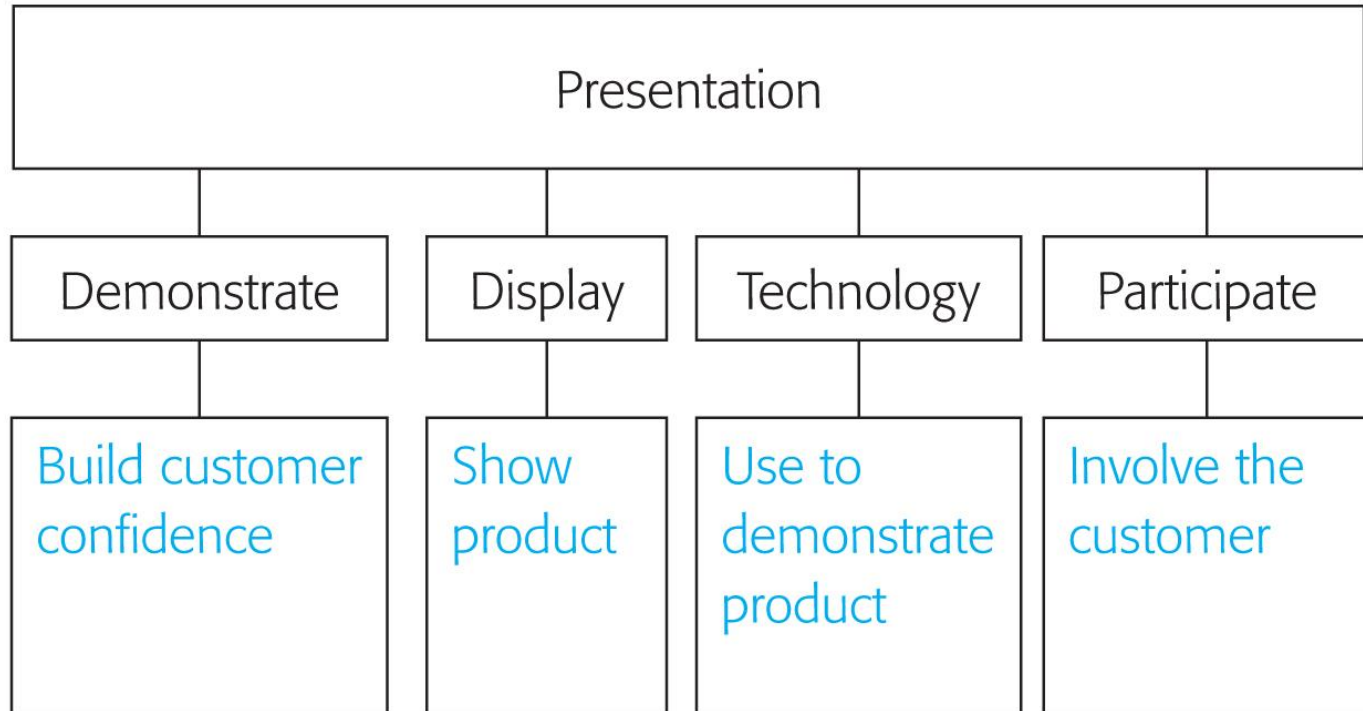
#### Details About Each of the Presentation Topics



## Plan the Presentation

### Graphic Organizer

#### Details About Each of the Presentation Topics

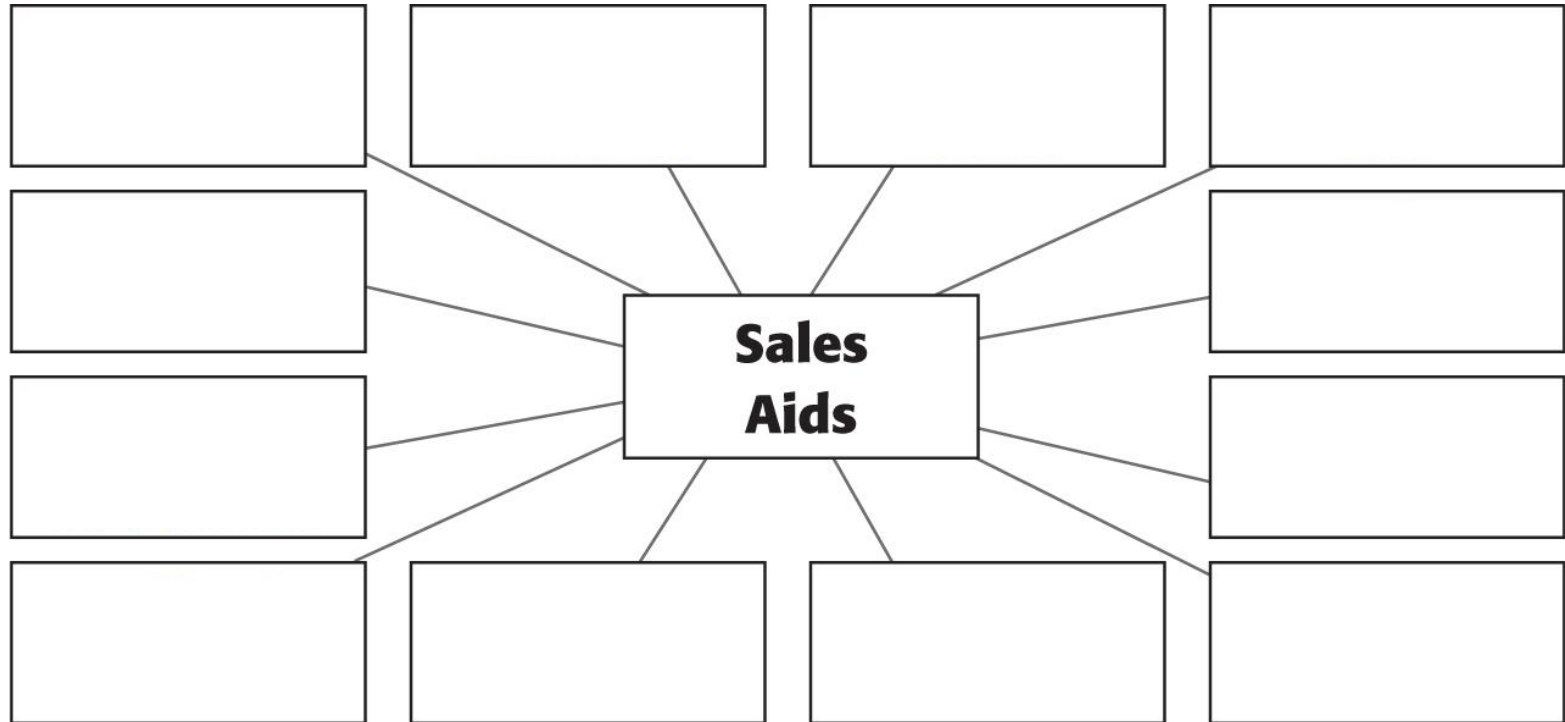


# Product Presentation

## Plan the Presentation

Graphic  
Organizer

Types of Sales Aids That Could Be Used During a  
Product Presentation

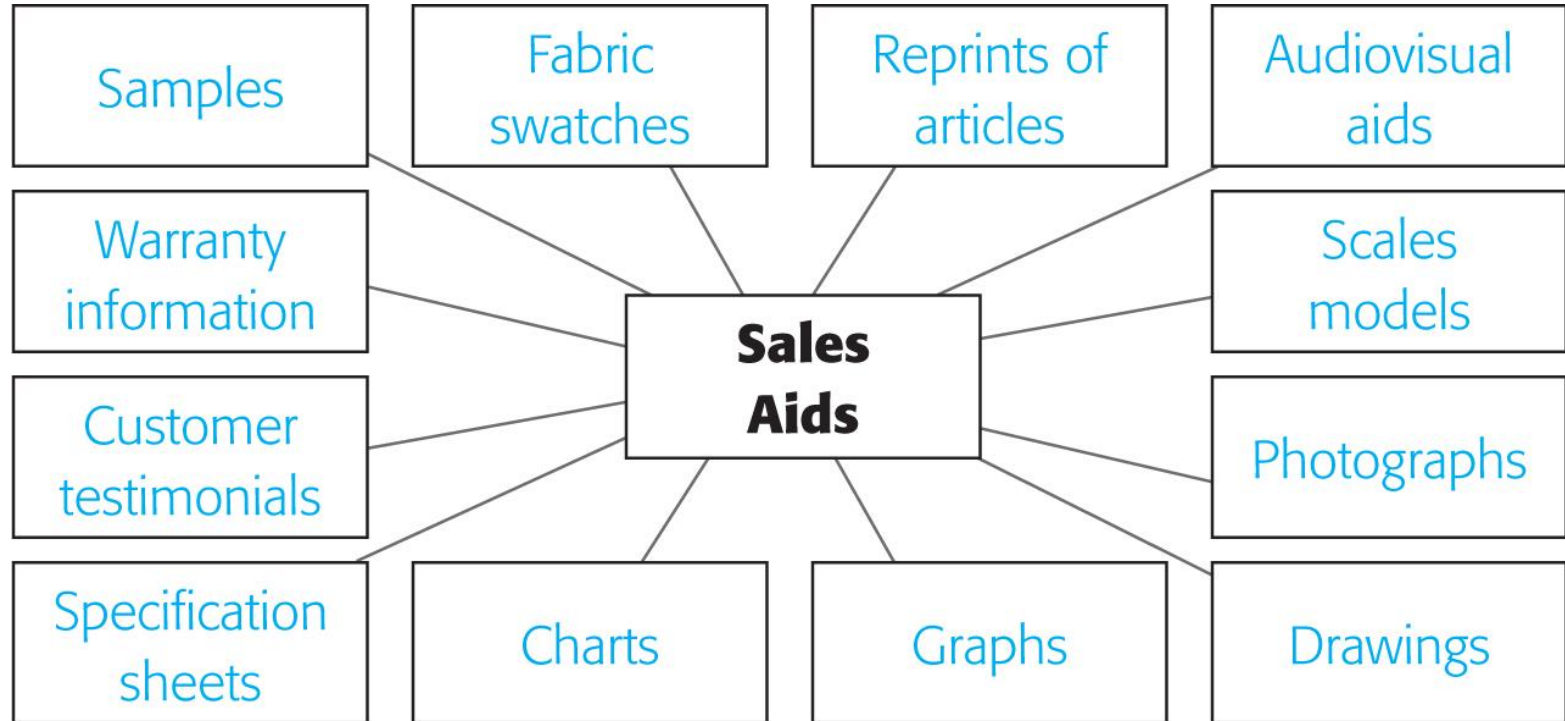


# Product Presentation

## Plan the Presentation

### Graphic Organizer

### Types of Sales Aids That Could Be Used During a Product Presentation



# Product Presentation



## After You Read

## Section 14.1

1. **Explain** how to identify which priced product you should show when you cannot determine a customer's intended price range.

Show the medium-priced item so you can go up in price or down in price once you get feedback from the customer.



# Product Presentation



## After You Read

## Section 14.1

2. **Explain** how you might involve the customer in a product presentation about a high-tech product.

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.

# Product Presentation



## After You Read

## Section 14.1

3. **Describe** how to involve a customer in the product presentation when selling fresh bread and pastries to a restaurant.

To sell fresh bread and pastries to a restaurant, you must have the customer taste the products.

# Objections



## Before You Read

**CONNECT** When have you had to respond to an objection?

## OBJECTIVES

- **Distinguish** objections from excuses.
- **Explain** why you should welcome objections in the sales process.
- **Explain** the five buying decisions on which common objections are based.
- **Demonstrate** the general four-step method for handling customer objections.
- **List** seven methods of answering objections and identify when each should be used.

## **THE MAIN IDEA**

Objections are helpful in the sales process because they provide an opportunity to further determine customers' needs and problems. Objections are easily managed when you know the basis for them.



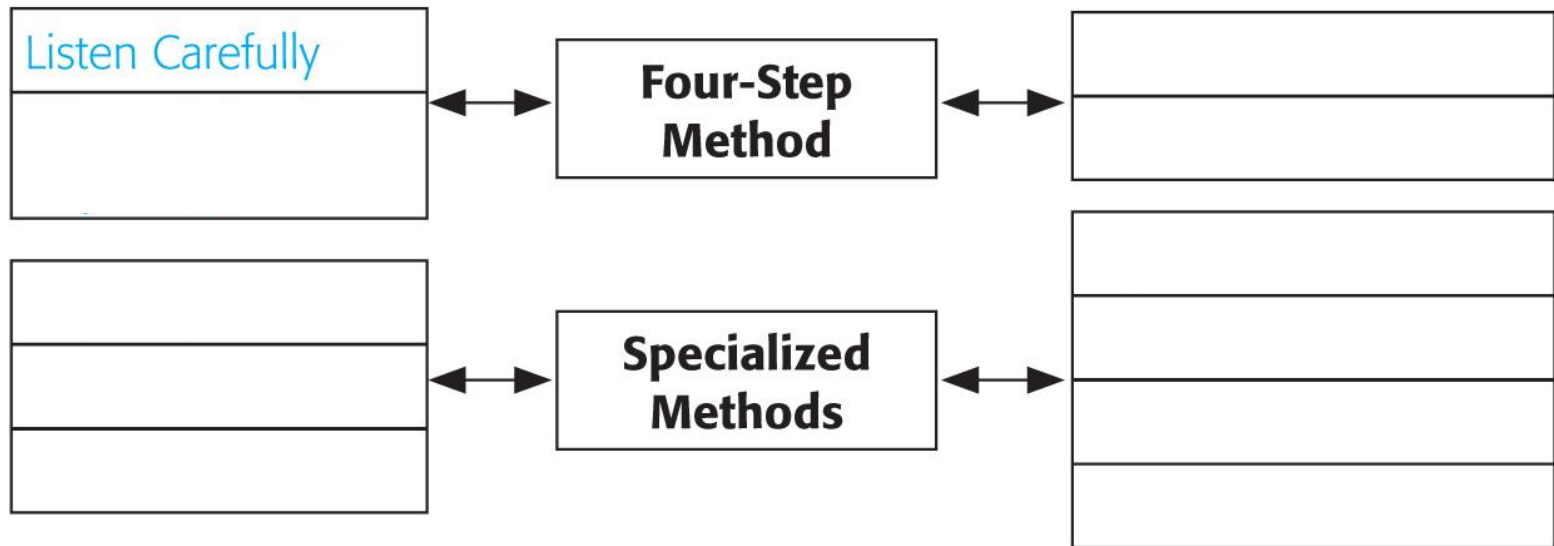
## VOCABULARY

- objections
- excuses
- objection analysis sheet
- substitution method
- boomerang method
- superior-point method
- third-party method

# Objections

## Graphic Organizer

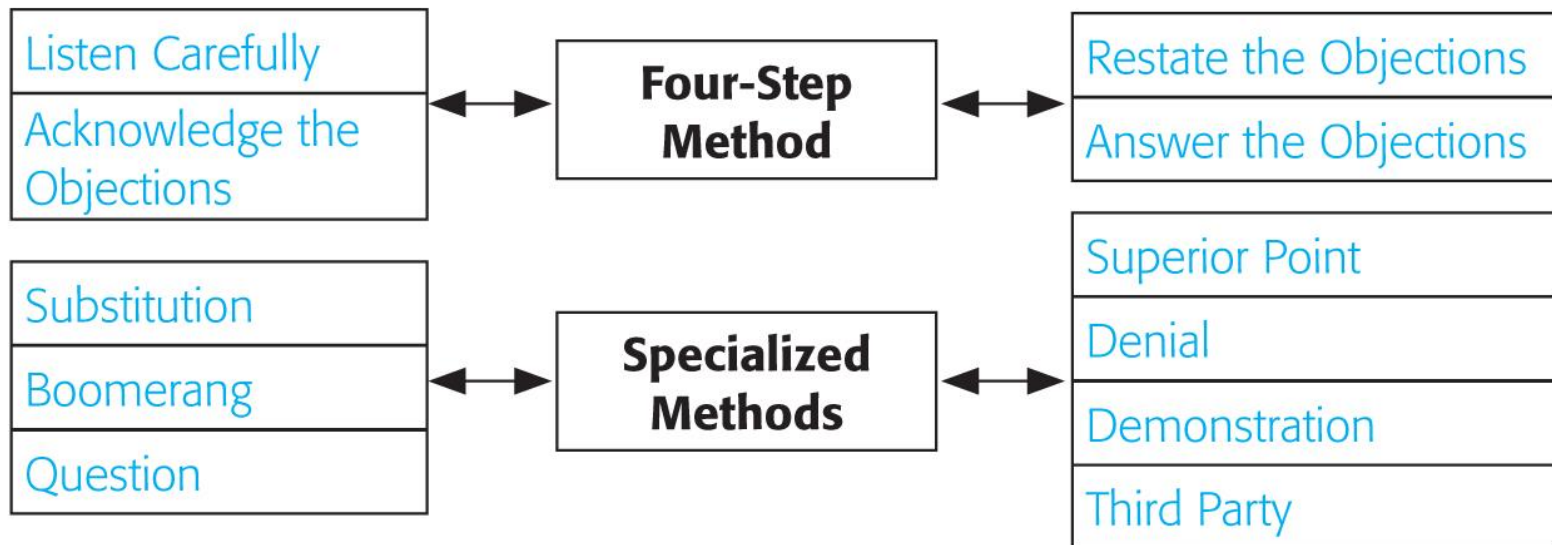
### Notes About How to Handle Objections



# Objections

## Graphic Organizer

### Notes About How to Handle Objections



## Understanding Objections

### Tips for Understanding Objections

**Anticipate and plan potential answers to objections.**

**Objections can be presented as questions or statements.**

**Be polite when faced with excuses.**

**Do not insist if the client refuses to see a salesperson.**



#### **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.

## Plan for Objections

### Tips for Planning for Objections

Objections help you redefine customer needs.

Complete an objection analysis sheet.

Incorporate anticipated objections into your product presentation.



#### **objection analysis sheet**

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



# Objections

## Plan for Objections

Graphic  
Organizer

Act as a Customer and  
Provide Objections

**Need**

**Product**

**Source**

**Price**

**Time**

## Plan for Objections

### Graphic Organizer

Act as a Customer and  
Provide Objections

**Need**

I already have a perfectly good pair of black sneakers.

**Product**

This is too large to fit in the space it would need to go.

**Source**

The maker of this product used to use sweatshop labor to make its products.

**Price**

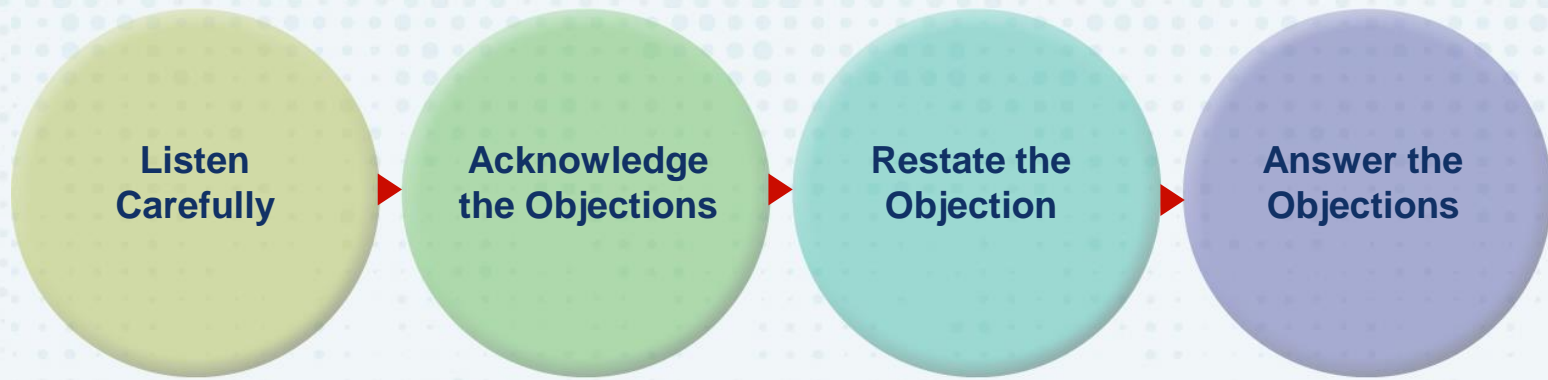
I didn't plan to spend this much on this item.

**Time**

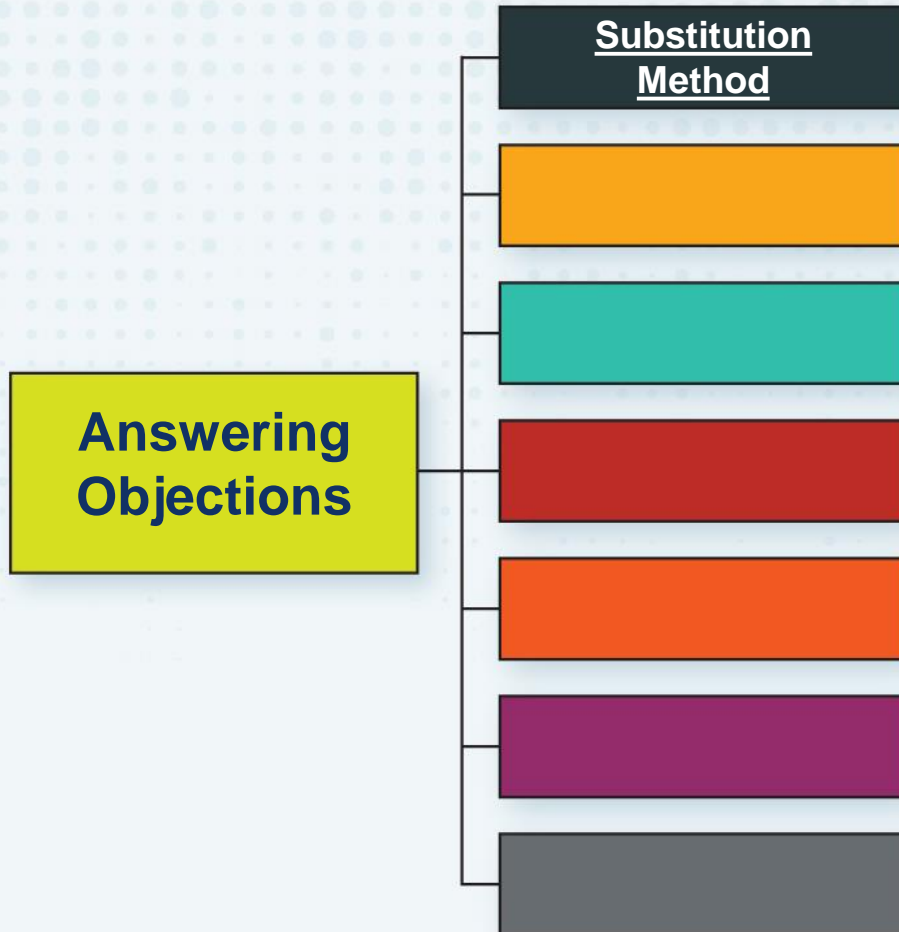
I need time to save some more money before I can afford to make this purchase.

## Plan for Objections

### Four-Step Method for Handling Objections



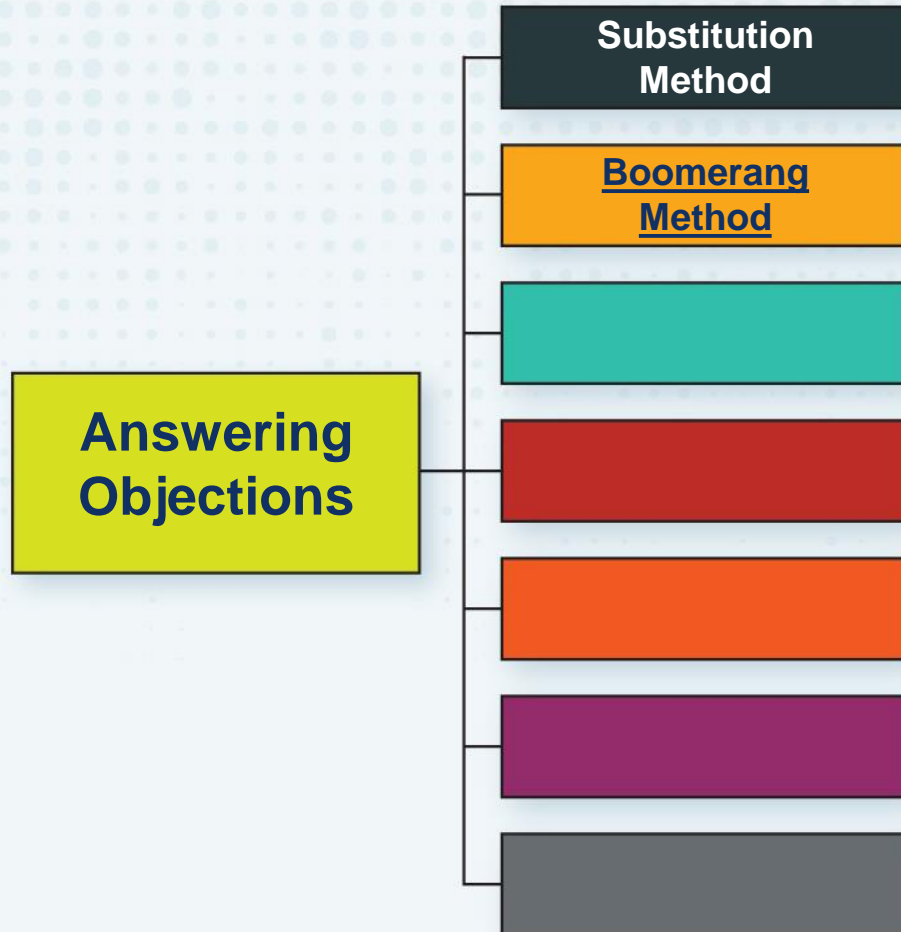
## Plan for Objections



### **substitution method**

Recommending a different product that would still satisfy the customer's needs.

## Plan for Objections

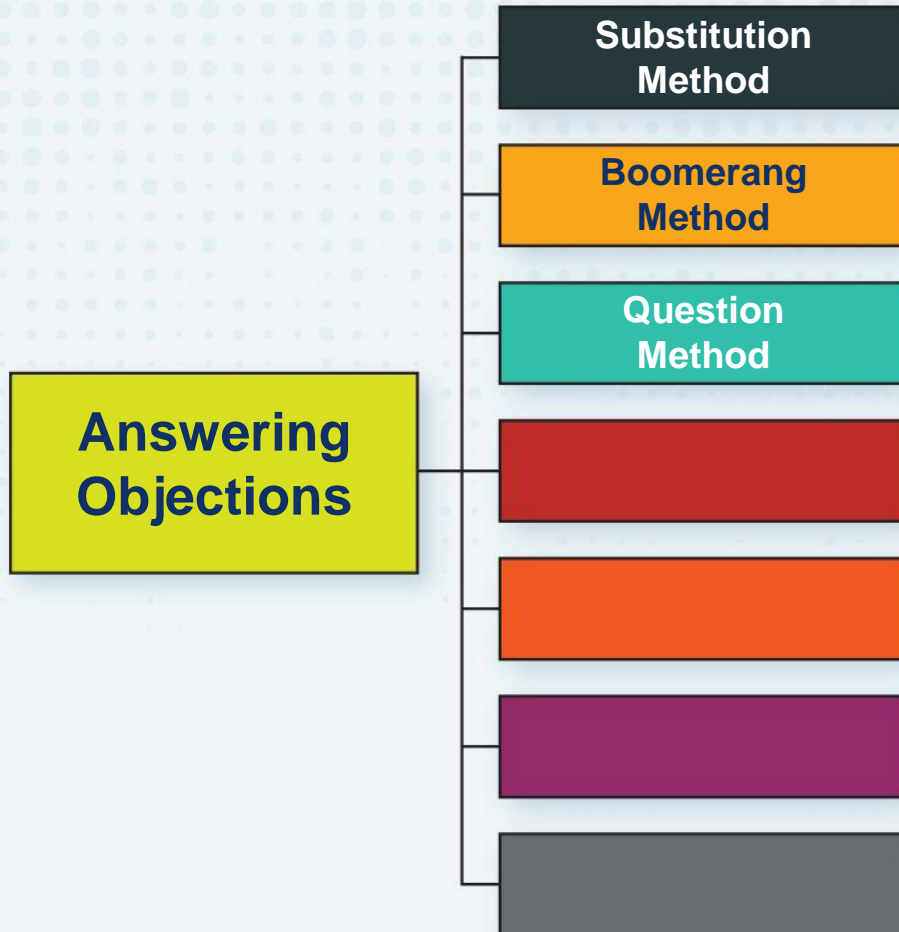


### **boomerang method**

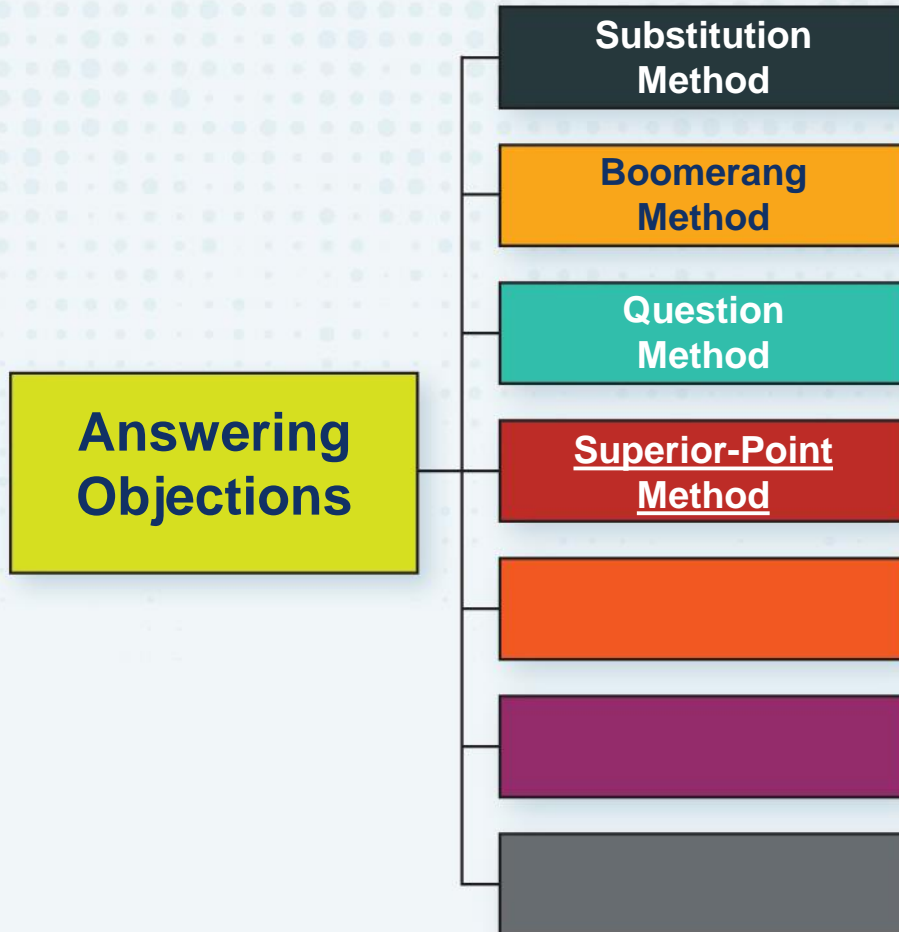
A method of answering objections by bringing the objection back to the customer as a selling point.



## Plan for Objections



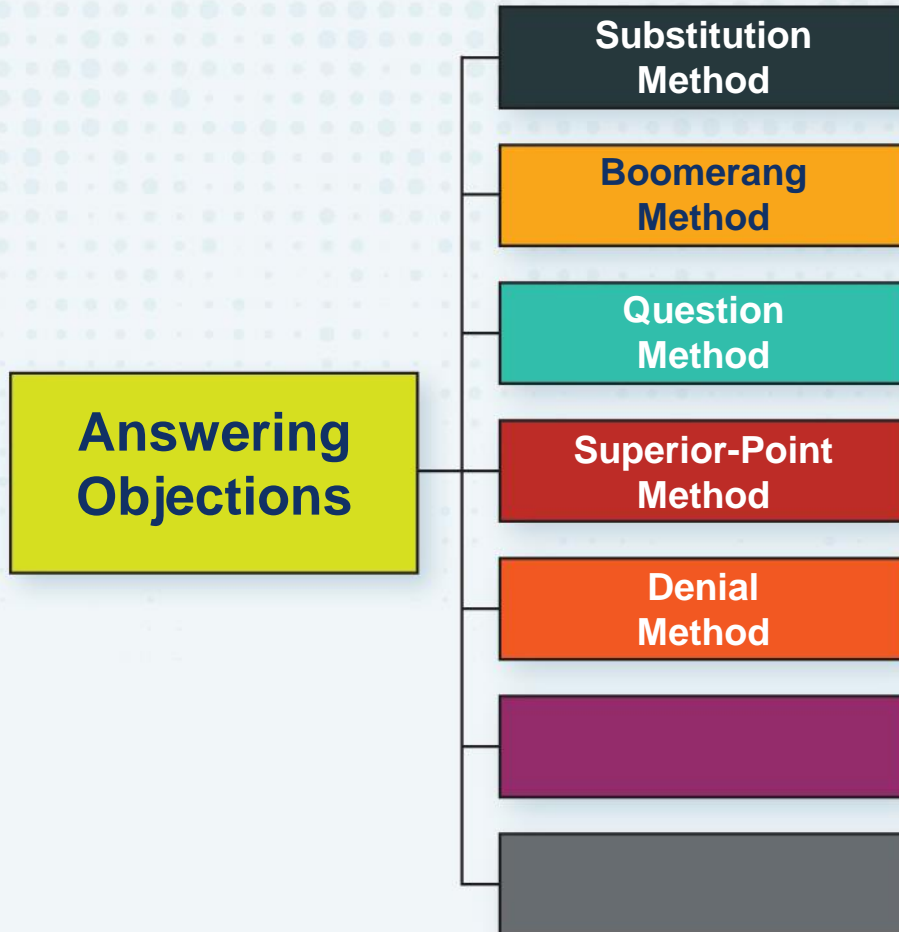
## Plan for Objections



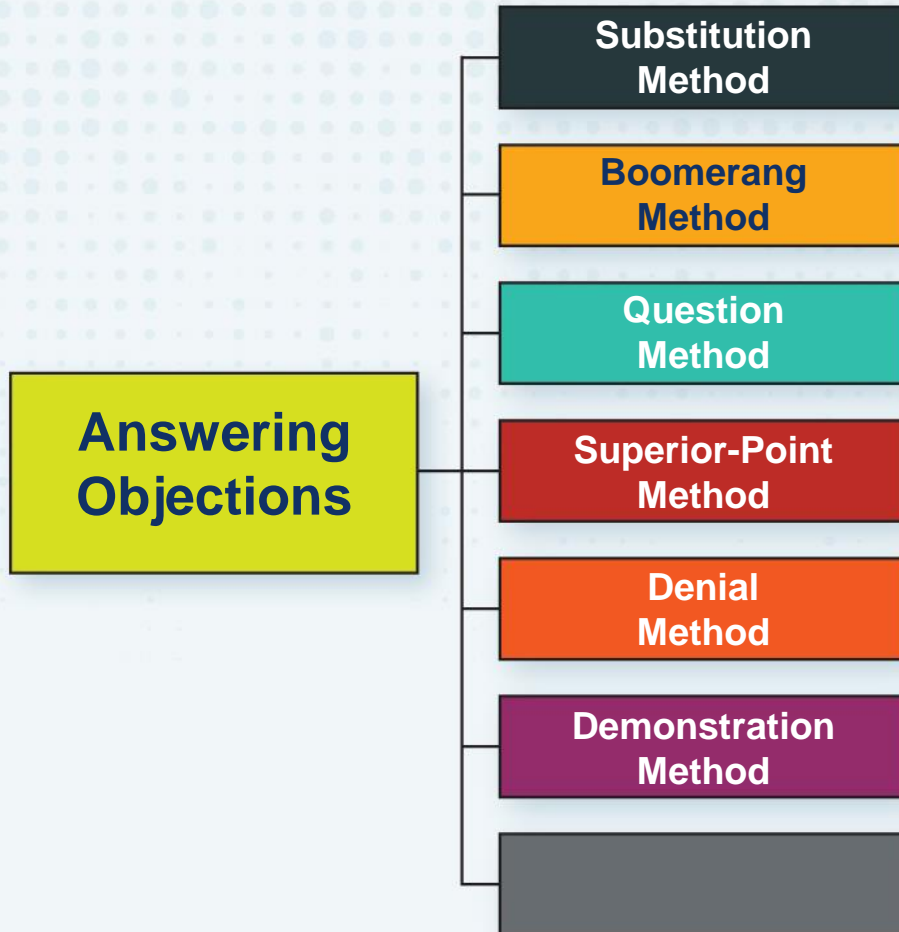
### **superior-point method**

A technique of overcoming objections by permitting the salesperson to acknowledge objections as valid, yet still offset them with other features and benefits.

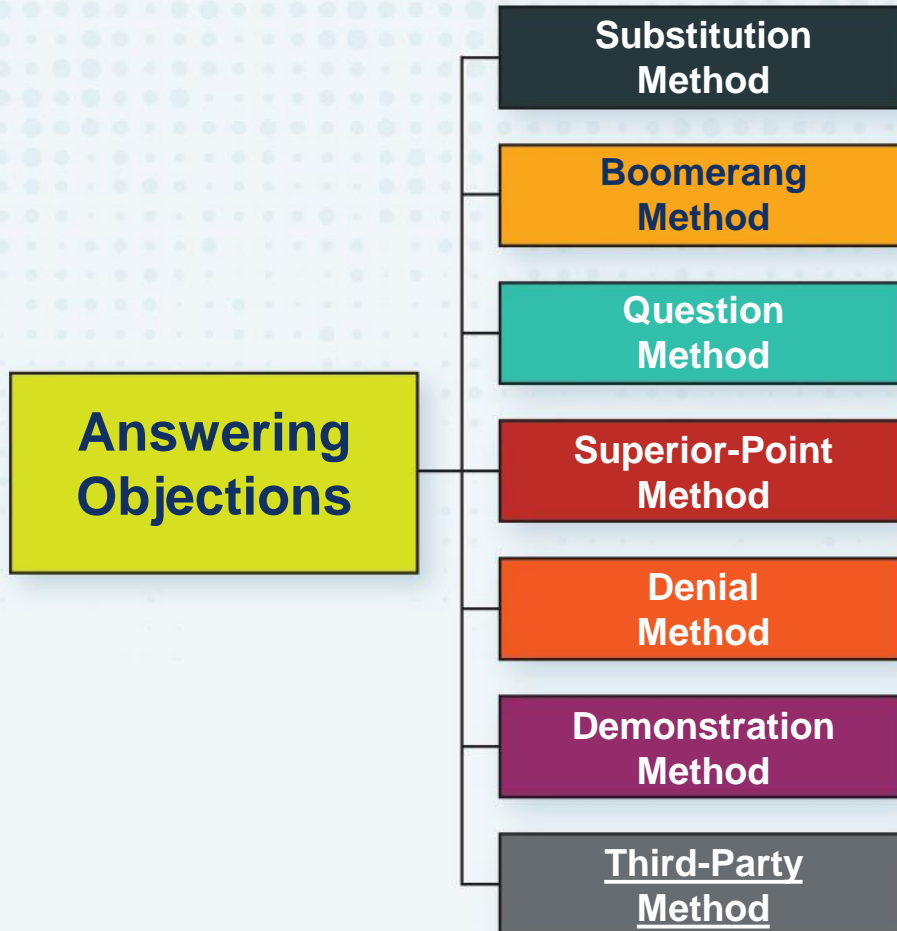
## Plan for Objections



## Plan for Objections



## Plan for Objections



### **third-party method**

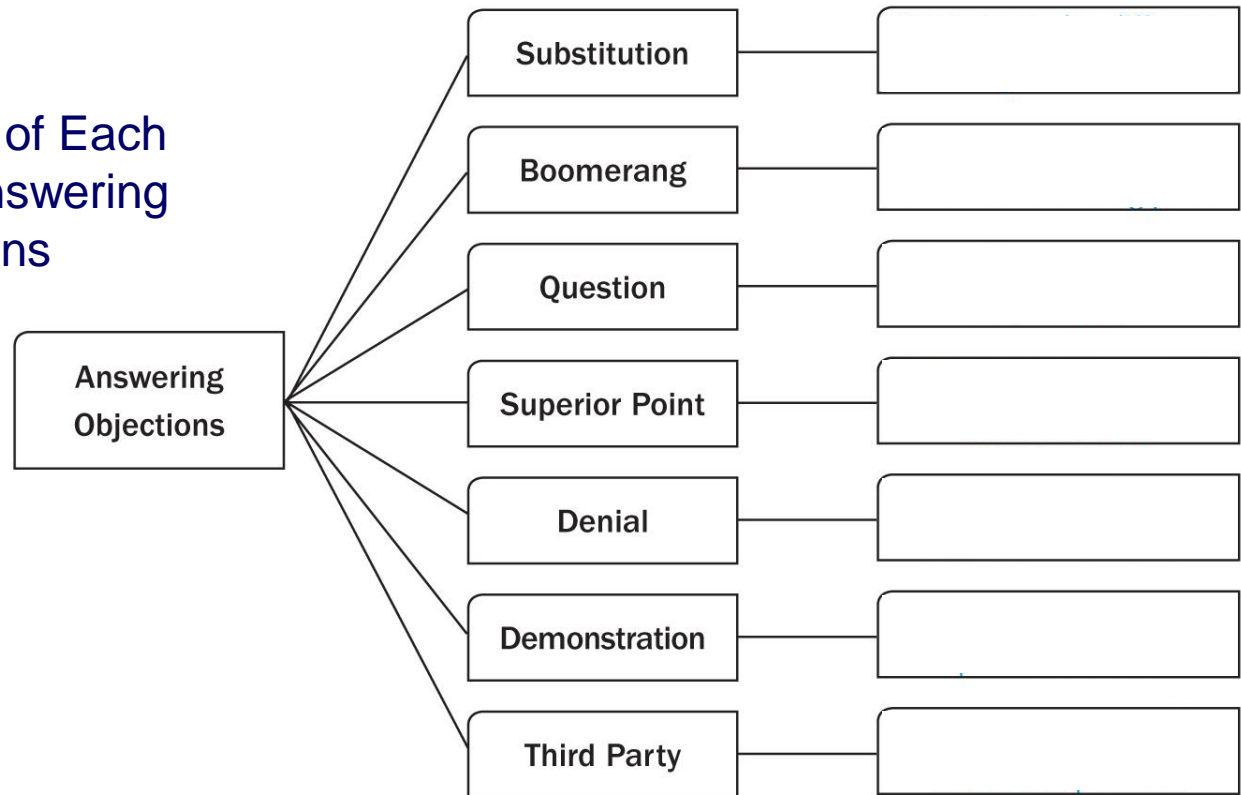
A technique that involves using another customer or neutral person who can give a testimonial about the product.



## Plan for Objections

### Graphic Organizer

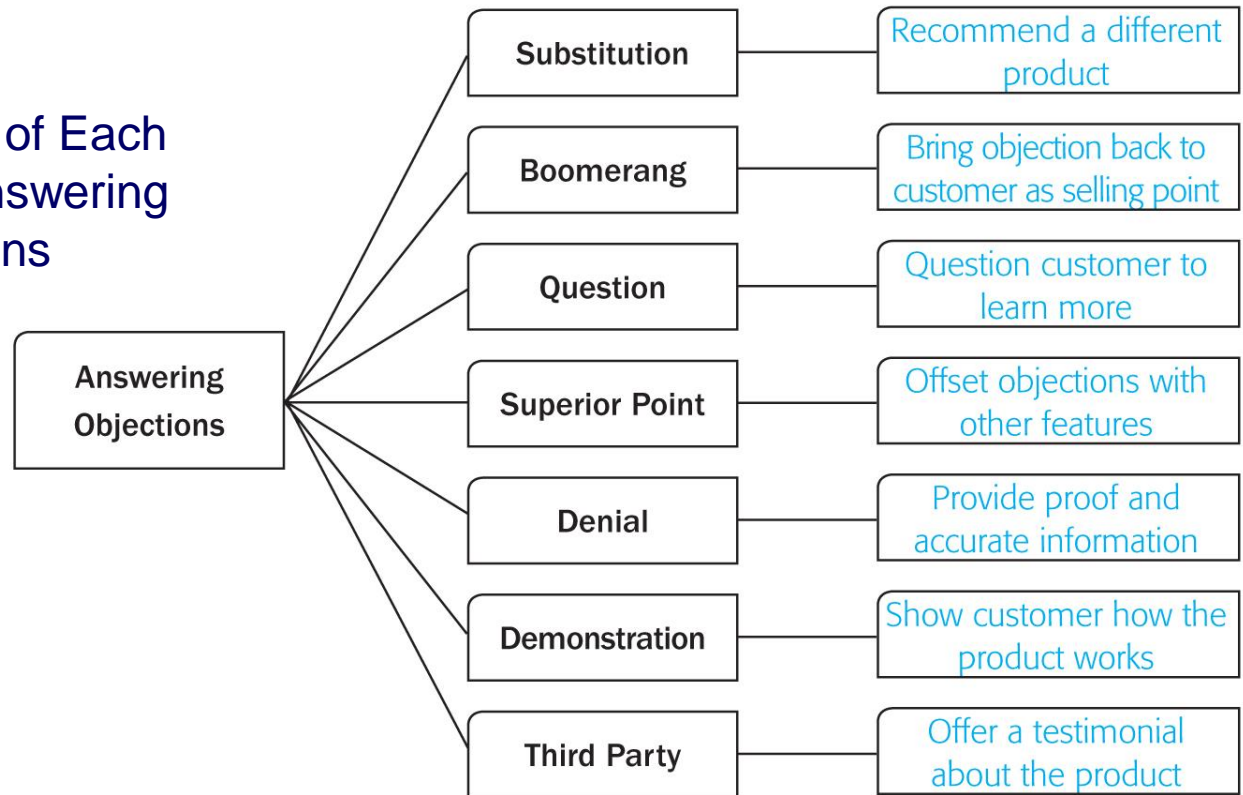
A Description of Each  
Method for Answering  
Objections



## Plan for Objections

### Graphic Organizer

A Description of Each  
Method for Answering  
Objections



# Objections



## After You Read

## Section 14.2

1. **Explain** the difference between excuses and objections.

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.

# Objections



## After You Read

## Section 14.2

2. **List** what you can do to prepare for objections.

To prepare for objections, you can prepare an objection-analysis sheet, which lists common objections and possible responses to those objections.

**After You Read****Section 14.2**

### 3. **Describe** the four-step method for handling objections.

The four-step method for handling objections is as follows:

1. listen carefully
2. acknowledge the objection
3. restate the objection; and
4. answer the objection.



# Marketing Essentials



End of  
**Chapter 14**  
presenting the  
product

**Section 14.1**  
Product Presentation

**Section 14.2**  
Objections