



Make Recommendations

Characteristics of a Good Presentation / Demonstration

A high standard of product knowledge

Comparing two similar products to illustrate certain features

Relating the presentation directly to the customer's personality, needs and preferences

Being positive and enthusiastic

Not using jargon

Working at the customer's pace so that they do not feel rushed or pushed into anything

Following a structure, but taking the lead from the customer

Describing features and benefits

Demonstrating the product in a way that is interesting to the customer

Involving the customer in the demonstration

Painting a 'word picture'

Using the quality of brand and proven record of service to help you to sell the products

Asking the customer what they think or feel at regular intervals

Features and Benefits

A **FEATURE** is a characteristic of a product or service

A **BENEFIT** is what the feature will do for you

The simplest way to explain the features and benefits of your product or service is to say 'This product/service has ... which means that...'

KEY POINTS



Structuring your Presentation

POP

- **Position**
What the current situation is
- **Options**
What problems/opportunities this provides
- **Proposal**
What you recommend

SPIN

- **Situation**
What the current situation is
- **Problem**
What problems this causes, or may cause in the future
- **Implication**
What may happen if no action is taken
- **Need**
What you recommend

Logic and Emotion

Appealing to Logical Buying Motives

- Highlight exactly which needs specific features meet, or the problems they solve.
- Refer back to specific requirements that the customer has highlighted, and show how your product/service meets them.
- Ask them what they **think** about the product/service
- Check that you have answered all of their questions

Appealing to Emotional Buying Motives

- Paint a word picture to help the customer to visualise themselves using the product or service
- Reflect back some of the benefits that they have identified themselves
- Ask them how they **feel** about the product/service, and engage them in sharing their vision
- The more real you can make it, the more compelling it will be