



**Make  
Recommendations**

# Make Recommendations

By the end of the Power Hour you will be able to:

- ✓ Explain why we should recommend and demonstrate as part of the sales process
- ✓ Use features and benefits to help a customer to understand what a product or service will do for them
- ✓ Structure your presentation to communicate key points effectively





# FABs

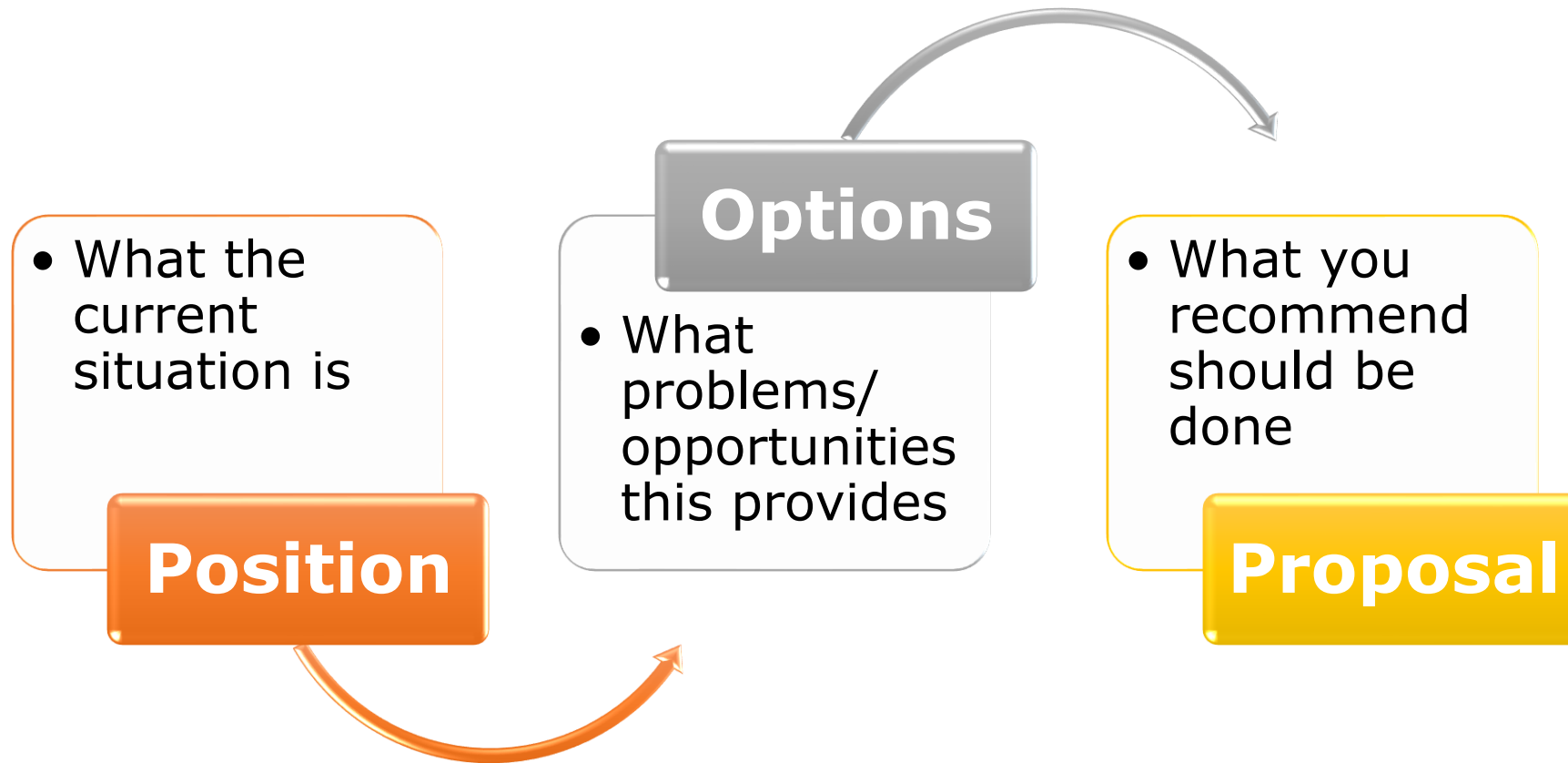
Customers don't buy features, they don't even buy the advantages - what they buy is what the product's features and advantages will do for them, which in sales language is called the benefit.

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

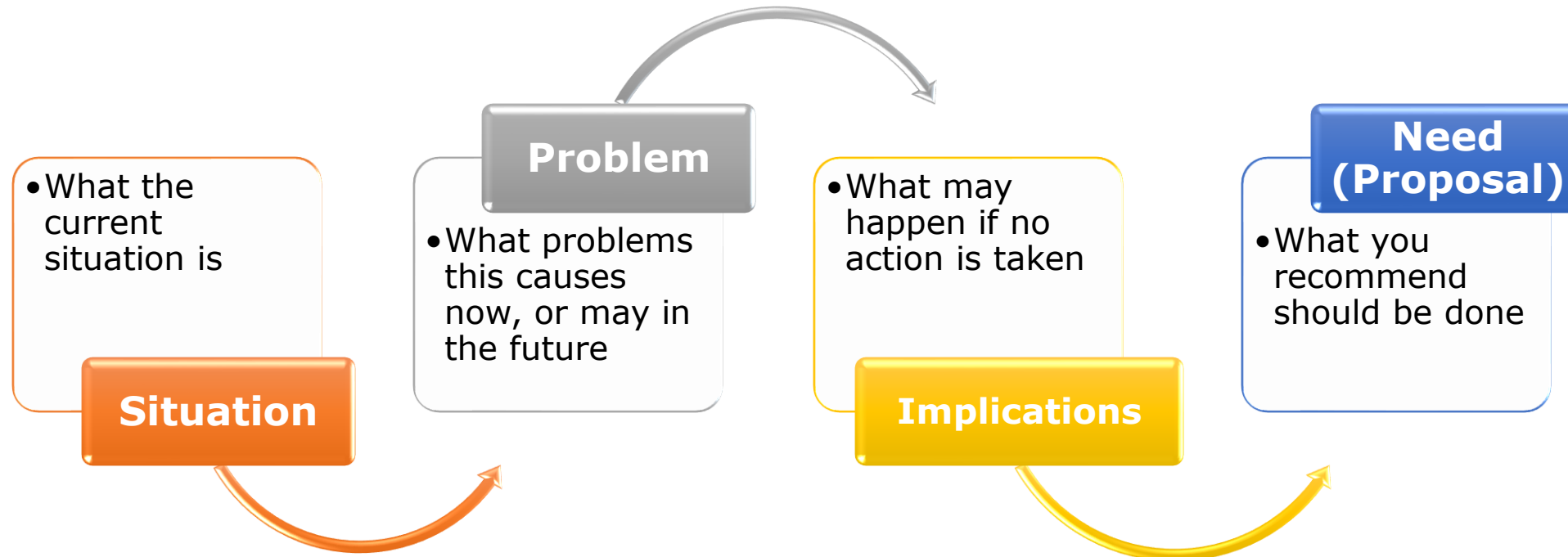
A **benefit** is what the feature will do for you

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

# Structuring your Recommendation

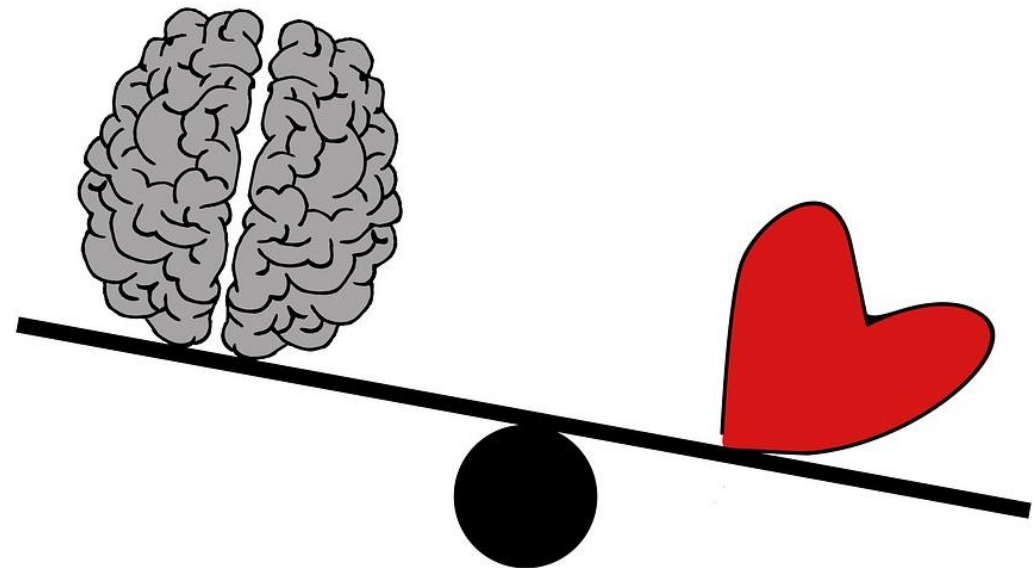


# Structuring your Recommendation



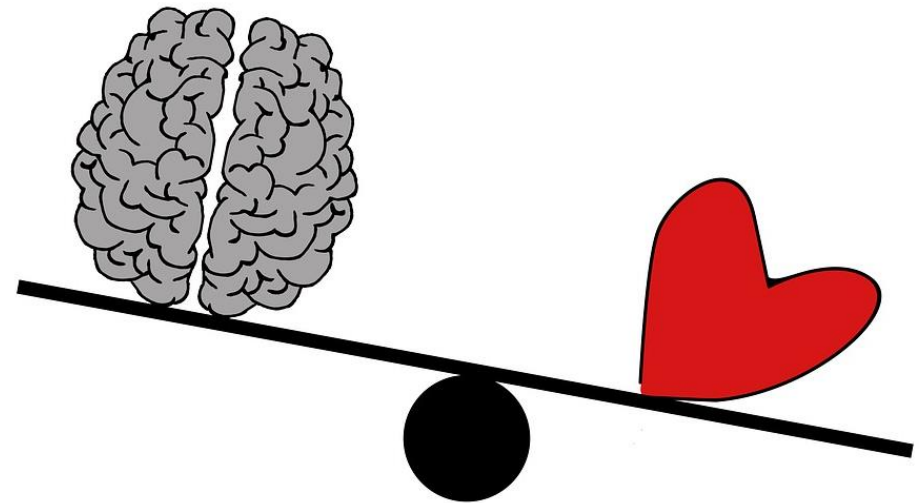
# Logic and Emotion

- ✓ People tend to buy on emotion, rather than logic. Some people follow a more logical path towards the purchase, the final decision will nearly always be an emotional one, which is validated by logic.
- ✓ You must tap into this emotion early and rather than just concentrating upon the features that might suit the customer, find out how they feel about certain things.



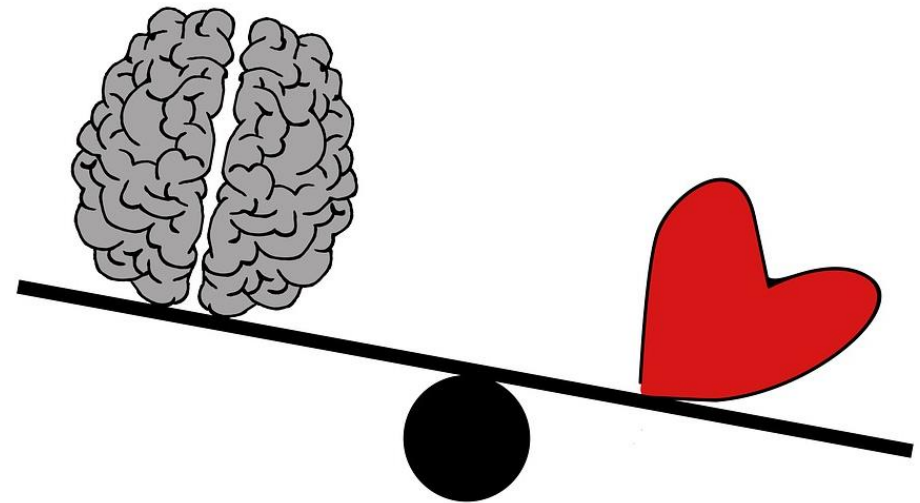
# Appealing to LOGIC

- ✓ 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 Emotion

- ✓ 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





# Make it Work at Work

What are you going  
to **DO** as a result of  
this Power Hour  
Session?





Thank You  
&  
Good Luck