

SALES



Sales Management

Unit Five: The Presentation and Demonstration



Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: The Importance of the Sales Function
 - ▶ Unit Two: Prospecting and Qualifying
 - ▶ Unit Three: The Pre-Approach
 - ▶ Unit Four: The Approach
 - ▶ **Unit Five: The Presentation and Demonstration**
 - ▶ Unit Six: Handling Objections
 - ▶ Unit Seven: Closing the Sale
 - ▶ Unit Eight: Follow-up
 - ▶ Unit Nine: Selling Strategies
 - ▶ Unit Ten: Selling Yourself



Unit Five Learning Outcomes

- ▶ Apply strategies to get the customer engaged in the sales process
- ▶ Compare and contrast features and benefits
- ▶ Analyze the importance of listening
- ▶ Analyze how technology can be leveraged during a sales presentation



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Five Overview Topics

- ▶ Customer sales engagement
- ▶ Compare and contrast features and benefits
- ▶ The importance of listening
- ▶ Leveraging technology in sales



Presentation and Demonstration Vocabulary

- Benefits and features of a product
- Good listeners
- Multimedia
- Non-verbal cues
- SPIN (Situation, Problem, Implication, and Need-payoff)



Customer Sales Engagement

- Determining customer engagement
- Using the SPIN method
 - Situation
 - Problem
 - Implication
 - Need-payoff

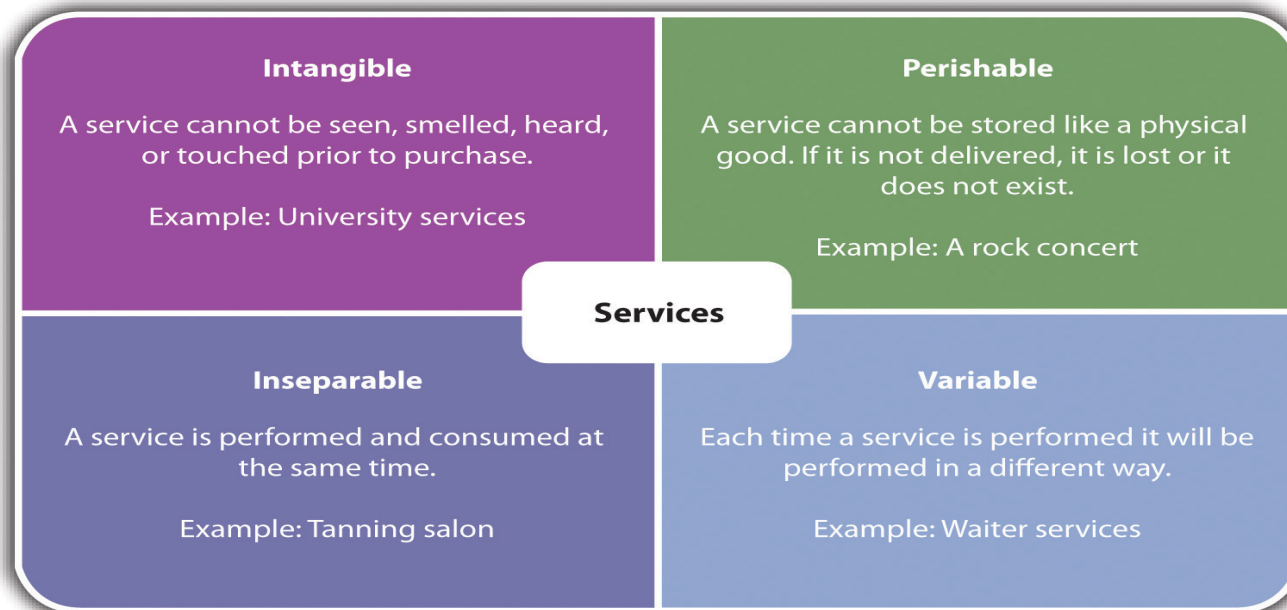


Compare and Contrast Features and Benefits

- Listening skills are important
- The customer should speak more
- Focus on benefits and features of the product
- Be prepared to compare and contrast your product with others



Product Benefits



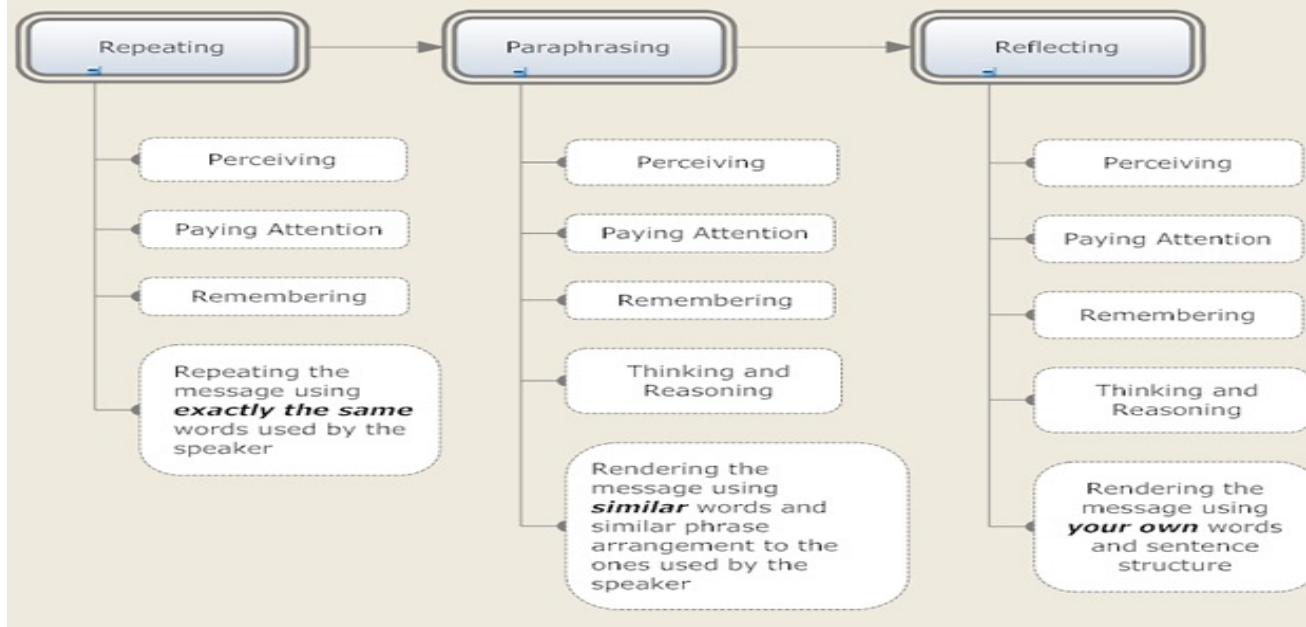
The Importance of Listening

- Use active listening
- Look for nonverbal cues
- Listen more than you speak
- Offer potential solutions



Active Listening

Degrees of Active Listening



Leveraging Technology in Sales

- In person or virtual meeting?
- Practicing your presentation
- Using multimedia



Conclusion

▶ Unit Five Learning Outcomes

- ▶ Apply strategies to get the customer engaged in the sales process
- ▶ Compare and contrast features and benefits
- ▶ Analyze the importance of listening
- ▶ Analyze how technology can be leveraged during a sales presentation



What's Next?

Unit Six: Handling Objections

