

Sales Presentation Factors

Consider the following factors as you prepare a sales presentation:

- Determine which products you will present to meet your customer's needs. Limit the number of products to avoid overwhelming the customer.
- Talk about the product's features and benefits, but focus your presentation on your audience. Ask yourself, "What would help the customer see that this product meets her needs?" Practice using technical terminology so you feel confident about providing meaningful explanations. Avoid slang terms and unclear words such as *good* or *nice*.
- Display and demonstrate your product. Use sales aids such as samples, models, pictures, or videos to make your presentation come alive for the customer.
- As quickly as possible, get your customer physically involved with your product. Let her handle your surgical instruments, rotate the prosthetic hip joint, or try the better-fitting gloves you are selling.
- Welcome questions. In a group, repeat the question so that everyone hears it. Make your answers simple and direct. Illustrate or demonstrate the answer if possible. When challenged, avoid winning the argument at the risk of losing your audience.
- Be prepared for *customer objections*. These are concerns, doubts, or other reasons the customer gives for not making a purchase. Anticipate objections and role-play your responses as you prepare your sales presentation.