Sales Presentations

Making a sales presentation typically involves five steps: the approach, the presentation, overcoming objections, the close, and follow up. Read each step, then plan your own sales presentation.

The Approach

Before you can make a sale, you have to attract customers and get them interested in your product or service. When selling face-to-face, make certain your appearance and conduct create a good impression. Carrying a JA Membership ID card and selling with a partner are also good ideas.

When you approach the sales prospect (customer), stand up straight and smile to show your confidence. Greet the prospect and introduce yourself and the JA company.

Gain the prospect's interest by asking a question that will get a positive response. You might ask, "Would you like to save time doing.....?" Once you have an answer, ask, "May I show you what I have to offer?"

The Presentation

Be brief. Don't waste your time or the prospect's. Point out the product or service's main features, but save some selling points for any objections that might arise. Demonstrate the product, if possible, stressing customer benefits. Hand the product to the prospect and, if appropriate, invite the prospect to test it. Ask questions that will elicit positive responses, such as, "Do you think you could use this?" or "Isn't that easy?" Give the prospect an opportunity to talk. Listen to the prospect's needs.

Overcoming Objections

Answer any questions from the prospect, but don't argue. Use the "yes, but..." technique. For example, you might say, "Our product is small, but it will fit easily in your car's glove compartment." Some objections will indicate that the prospect truly is not interested or undecided. "I don't need it," "I'll have to think it over," or "I'll have to talk to my wife," are often polite ways of saying, "No, thank you."

Review the features and benefits. Add a few more that you haven't given already.

The Close

Don't oversell. You can tell quickly if a prospect is likely to purchase your product or service or not. As soon as the customer appears convinced of its value, ask for the order. Be alert for buying signals, such as, "It is attractive," or "How much is it?" In closing, ask a question like, "Would you prefer the green or red one?" or "Would you like one or two?"

If a customer is not interested or says, "No," say thank you and move on. Depending on your skills and experience, you should average at least one to three sales for every 10 prospects.Success is a measure of how many prospects you contact in addition to how well you present the product or service. It's a matter of percentages.

Follow-up and Delivery

If the product or service is to be delivered at a later date, be sure to give the customer the best information you have about when he or she can expect it. Then follow through by that date. If appropriate, ask the customer to suggest others who might be interested in your product or service.

Sales Training

Now your JA company is ready to prepare your sales pitch and begin selling. Prepare the ideal sales pitch for each of your product(s) or service(s).

Product Name	
The outstanding features/ benefits	
The possible objections	
The information to overcome objections	
A good close	