

SELLING A PRODUCT!

You always want your customer to make his or her best possible purchase decision. A customer who is happy with his or her purchase is likely to become a regular customer. To help your customers make decisions, you must present them with products that fit their wants, needs, and preferences. You need to demonstrate your knowledge and expertise you create this match.

Instructions:

- Read over your assigned scenario.
- Research the three product choices and choose the one you will be selling to your customer.
- You will be “selling” this product through a presentation to the class.
- During your presentation the customer (teacher) will ask you a series of questions, or make objections, or provide more information. You will need to have enough information about your product to successfully complete the sale.

Your presentation should cover the following

1. A brief description of who your customer is and what you know about them
2. What the three possible products were
3. The one you think is the best product and why. You will need to “sell” it by:
 - a. demonstrating the product features and benefits
 - b. showing how this product matches your customers needs
 - c. discuss any additional information that would encourage a customer to purchase, sales (including sale end date), warranties, sales promotions etc
 - d. make sure the customer is aware of company exchange and return policies
4. Decide if you are going to attempt to upsell or cross-sell.
 - a. Upselling is where you convince a customer to purchase a higher level of product or service than he or she was originally intending to purchase.
 - b. Cross-selling is where you attempt to offer additional products or services that complement or relate to the products or services that interest the customer. You must attempt one!
5. How will you package the product for your customer to get it home? What if they need to ship the product? How would you package it?
6. You need to be ready to over come any objections the customer might have. Remember to stay positive and professional when responding to the objection.
7. If you cannot sell the product, how will you make the customer happy? You should be aware of your competitors so that you can refer your customer to another retailer if necessary.