Activity Sheet 9-A
Presentation:
What's It All About

Develop a series of complete "Presentation" statements/responses for either a product or service that you represent. Pick your two favorite are best moving products/services and two of your more difficult products/services to complete below. Share your completed responses with other sales professionals for feedback:

ONE (Favorite) –
Product/Service: _____
Claim: _____
Feature/Fact Statement: _____
_____
Benefit Statement: _____
Naildown Statement/Question? _____

TWO (Favorite) –
Product/Service: _____
Claim: _____
Feature/Fact Statement: _____
_____
Benefit Statement: _____
Naildown Statement/Question? _____

ONE (Challenge) –
Product/Service: _____
Claim: _____
Feature/Fact Statement: _____
_____
Benefit Statement: _____
Naildown Statement/Question? _____

TWO (Challenge) –
Product/Service: _____
Claim: _____
Feature/Fact Statement: _____
_____
Benefit Statement: _____
Naildown Statement/Question? _____

Activity Sheet 9-B
Presentation:
What's It All About

Develop a complete "Presentation" sequence, starting with a lead in using the "Question Bearing Upon A (perceived) Need" statement/response for the product or service that provides the greatest revenue to your organization. Make your words sound as conversational and relaxed as possible. Share your completed responses with other sales professionals for feedback:

Product/Service   Selected: _____

_____

QBN: "If there were a way to, _____

_____

_____
would that be of interest to you?" *(assume a positive response, continue).* "The reason I mention that is, we have been able to do that for many individuals/organizations like you, perhaps we can do the same. To determine f we in fact can, may I ask you a few questions?

(assume you have asked questions and now you are re-engaging the prospect/customer to make your "Presentation" to them, continue your dialogue)

Claim: _____

_____

Feature/Fact Statement: _____

_____

_____

Benefit Statement: "Which means to you, _____

_____

_____

Naildown Statement/Question? "And, you do want _____

_____

_____ ?