

Lesson 5

Approach & Presentation and Demonstration

- a) Approach: its meaning, objectives and methods
- b) Presentation: Meaning and Advantages, Demonstration: Meaning and Process of Demonstration

Approach

- Meaning of Approach its Objectives and Methods

Presentation and Demonstration

- Meaning and Goal of Presentation
- Advantages of Prepared Presentations
- Development of Effective Presentation
- Meaning and Procedure of Demonstration

OBJECTIVES

After studying this lesson, you would be able to understand-

- Meaning of Approach its Objectives and Methods
- Meaning, Goal and Advantages of Prepared Presentation
- Procedure of Demonstration to convert the prospects in to confirm sale

APPROACH

Once the sales person has the name of a prospects and adequate pre-approach information, the next step is the actual approach. It is important to make an appointment to see the buyer. This increases the chances that the salesperson will have the buyer's attention during their meeting.

A good approach makes a favorable impression on the buyer and establishes some degree of good relation between the salesperson and the buyer

Ex- In order to make a favorable impression with customers in the united states, the salesperson should have a firm handshake, be professionally attired, and make good eye contact.

Usually each call start with an introduction and a limited amount of small talk. Sometimes salespeople will draw attention to their product by handing the buyer a sample or by highlighting some benefits in which the buyer will likely be interested.

The approach usually taken up only the few minute but it can make or break the entire presentation. If the approach fails the salesperson often does not get a chance to give a presentation.

OBJECTIVES OF APPROACH

- Drawing Attention
- Awakening Interest
- Smooth Transition into Presentation (Prepare stage for presentation)

(a) Attention:

In this salesperson has to try to create attention towards himself and his products for this he should follow the techniques of “one thing at one time” to understand the buyer properly.

(b) Interest:

Sometime consumer/prospects are not interested in your presentation then at this time sales person has to talk about the interested area of that prospect.

(c) Transition:

In this sales person should try to show the product but if the customer is not able to buy the product then sales person should not force the prospects

METHODS OF APPROACHING

- a) Curiosity Approach
- b) Gift Approach

- c) Question Approach
- d) Information Approach
- e) Story Approach
- f) Reference Approach
- g) Service Approach
- h) Survey Approach
- i) Demonstration Approach
- j) Sample Approach

(a) Curiosity Approach:

In this approach sales person talk with customer with object to create curiosity in the mind of customers.

(b) Gift Approach:

In this approach sales person starts his communication after giving some gift to customers.

Ex-Diary, Calendar etc.

(c) Question Approach:

In this approach generally sales person start his communication with some questions for example "Would you like to reduce your 10% electric bill" these types of question create some curiosity and customer want to know how he can reduce his bill.

(d) Information Approach:

In this approach sales person gives some information to customer for example: on purchasing of Samsung washing machine up to 31st January you can get discount up to rupees 1000

(e) Story Approach:

In this approach sales person start his communication by telling some stories. It creates the curiosity among the customer but this method applies only when sales person and buyer both have sufficient time.

(f) Reference Approach:

Some times sales person start his selling by giving some reference

(g) Service Approach:

Such approach generally use in case of existing customers. In this approach sales persons communicate with customer by giving some services like after sale services, Repair and Maintenance etc.

(h) Survey Approach:

In this approach sales person first identify the customer by survey and then approach them and start their communication for example: Insurance agent.

(i) Demonstration Approach:

In this approach sales person demonstrate the product when product is small and if product is costly and big then sales person demonstrate some pictures of product.

(j) Sample Approach:

In this approach sales person distribute some samples and then start their communication

PRESENTATION AND DEMONSTRATION

Once sales people have assessed the needs and desires of their customers they move into the main part of the sale that is presentation

The presentation is primarily a discussion of those product and /or service features, advantages and benefits which the customers have indicated are important to them.

Generally most presentation are oral, in presentation sales people include written proposals and supporting material as well as visual aids.

Goal of Presentation:

The goal of the presentation is for salespeople to convince their customers that their company's products or services will satisfy their needs better than those of a competitors.

Advantages of Prepared Presentations:

- 1) It gives confidence to sales people (especially for new salespeople)
- 2) It can utilize tested sales techniques
- 3) It greatly simplifies sales training

Development of Effective Presentation:

it include the following:

(a) Keep the presentation simple:

Complex presentation some time not understand by the prospects and he/she loss his/her interest in the product so it is desirable to make simple presentation.

(b) Talk the prospect's language:

Don't build the presentation around industry pattern or product model numbers. If customers don't understand what the sales people is talking about then whole presentation become fail to convert the prospects in to confirm sale. So salesperson has to use prospect's language for presentation.

(c) Presentation should be Flexible:

With in the same firm, different individual's place, different priorities on what is important about the product sales people must adopt the presentation to the situation and person.

(d) Seek credibility of every turn:

The entire presentation is nothing if it is not believed. Each statement must be credible prove points one by one. A critical point is not complete until the prospects believe it. The real key to successful selling lies in this credibility.

DEMONSTRATION

A good sale presentation is built around a powerful product demonstration. Today there are numerous software packages which can be used with note book or laptop

computers to make full-color full presentation, that include sound effects, graphics and full-motion video testimonials etc.

These softwares enable salesperson to develop professional looking, cost effective, multimedia presentation

However there is a danger in forgetting that even the utilization of multimedia presentation cannot take the place of the personal touch and understanding.

HOW TO CONDUCT A DEMONSTRATION:

(1) Preparation for Demonstration:

Before demonstration there is some preparation has to be done by sales person like-product should be in proper place, it should be clear and clean.

(2) Immediate Demonstration:

Whenever customers want to see the product, sales person has to demonstrate immediately the product. If sales person has not have the product in the store then by using pictures or by communication, he should demonstrate the product or he should have some model of product.

(3) Demonstration as per Customer need:

Sales person should demonstrate only those features of product which are needed by the customer, or in which customer is interested.

(4) Demonstration of Quality:

At the time of demonstration sales person also present the quality of product.

(5) Participation by Customer:

Sales person should try to involve the customer in presentation because it is the best way to solve the all confusion of customer.

(6) Comparison:

Sales person should try to demonstrate comparative advantages of the product so that customer can easily select the best product.

(7) Clarity and completeness:

Sales person has to solve all the doubt of customers for good demonstration.

(8) Commitment from Customer:

In this sales person try to know that customer is satisfied or not and try to gain some commitment from customer for close the sale

(9) Watch for closing the sale:

After clear all the doubt of customer sales person has to close the sale.

SELF CHECK QUESTIONS

1. Define the term 'Approach' and give the essentials of a good approach.
2. Explain clearly the different methods which are used in the process of an approach.
3. Write a note on Presentation and Demonstration in the process of selling.
4. Explain briefly the Advantages of Prepared Presentations
5. What do you understand by the term "Approach"? What are the objectives of Approach?
6. Explain the process of demonstration