



*Great Place. Great Choice for Lifelong Learning.*

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# SALES MANAGEMENT N5

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**LECTURER: TF MOLIFE**

***INTENSIFYING LEARNING DURING LOCKDOWN!!!!***

# THE SALES PRESENTATION

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## MODULE 10

# LEARNING OUTCOMES

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**At the end of this module you should know the following:**

- Explain the **Objectives of effective sales presentations.**
- Critically discuss the **techniques used to prove claims.**
- Outline different **type of visual aids** the salesperson can utilize to enhance the sales presentation .
- Comprehensively discuss **the importance of Demonstration** during sales presentation.
- Explain principles to be employed by the salesperson to ensure **Effective Demonstrations.**

# OBJECTIVES OF SALES PRESENTATION

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## GET A PROSPECT'S ATTENTION

- The salesperson's intentions must be to grab prospect's attention from the beginning of the sales presentation.

## MAKE THE PROSPECT AWARE OF HIS/HER PROBLEM/ NEED

- The prospect may not be aware of the problem/ need. **For instance**, During **COVID19** prospects may not find the importance of buying and wearing mouth face masks. Then, the salesperson must figure out ways to convince the prospect. In this case demonstration will showcase how much we spit saliva.

# OBJECTIVES OF SALES PRESENTATION

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## POINT OUT THE ADVANTAGES

- Advantages must be applicable to the buying motives of the prospect. For instance, a family person when buying a car will be interested in **boot / interior space & size of the car** as opposed to young person who may be interested in **luxury, speed and comfort**.
- The salesperson magnify the sales presentation through **demonstrations**.
- During the sales presentation, the salesperson must be able to **create a word picture** even if the prospect does not see the product/ service.

# OBJECTIVES OF SALES PRESENTATION

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## POINT OUT THE ADVANTAGES

- In order to earn the prospect's trust, the salesperson will need to complete the sales presentation by providing proof of what he has claimed.
- The salesperson may let the prospect to experience the product himself by giving samples.
- The salesperson may explain company's claim such as buy and return the product if unsatisfied.

# TECHNIQUES TO PROVE CLAIMS

TECHNIQUE	DESCRIPTION
<b>Guarantees</b>	Guarantees serves an indication that the manufacturers believe in their product.
<b>Testimonials</b>	This technique is mostly utilized by insurance as service is intangible.
<b>Referrals</b>	Satisfied customers may serve as referrals to salesperson.
<b>Documentation</b>	Official approval, independent tests, scientific reports and article may be used as proves.
<b>Demonstration</b>	Serves as best proven way to illustrate a product's advantages.
<b>Quality stamps</b>	Quality stamp such as ( <b>SABS, UNILEVER, TIGER BRANDS, PIONEER FOODS</b> ) and many more.

# TECHNIQUES TO PROVE CLAIMS

TECHNIQUE	DESCRIPTION
<b>Data from previous sales</b>	Sales data within a specific period of time may be used as proof of a company's success within a certain geographical area.
<b>Independent research findings</b>	Copies of findings may provide concrete evidence.
<b>Endorsements</b>	Well – known people may be use as approval of a certain product or service to other followers.



# STEPS OF PLANNING EFFECTIVE SALES PRESENTATION

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- Cover all the pertinent facts.
- Write down benefits according to their importance.
- Identify the differential advantages.
- Use visual aids (videos, photos)
- Emphasize specific facts.
- Proof claims.
- Make provision to ask questions.
- List the main points of the sales presentation.
- Make presentation relevant.

# CRITERIA FOR EFFECTIVE SALES PRESENTATION

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**A well planned presentation may be ruined by poor/ weak verbal presentation. The following criterion is suggested:**

- Do not talk non-stop
- Keep the message simple.
- Speak a prospect's language.
- Speak clearly without ambiguity.
- Be specific.
- Use sales talk.
- Ask questions throughout

# DIFFERENT TYPES OF VISUAL AIDS

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- Product itself.
- Models
- Illustrated brochures
- Video and films
- Sales portfolio
- Samples.

# DEMONSTRATION

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**The salesperson should use the following technique to achieve effective presentation:**

**A**ttention : draw prospect's attention.

**I**nterest : arouse prospect's interest through involvement.

**D**esire : develop prospect's desire through stimulus involvement.

**A**ction : prospect takes action by purchasing a product.

**S**elf – satisfaction: customer's satisfaction is tested through repetition of purchase

# THE PRINCIPLES OF EFFECTIVE PRODUCT DEMONSTRATION

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- Plan each demonstration individually.
- Incorporate the sales talk into demonstration.
- Make proper arrangements effective demonstration.
- Cover the most important product features.
- Get the prospect involved.
- Demonstrate orderly.
- Maintain control.
- Time and pace demonstration.
- Close the sale and make follow – up on demonstration.

***Thank you!!!***

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**NB: ANOUNCEMENT**

Kindly complete **ACTIVITY 4** on your own.

***Remember: Take courage, everything will workout for your own good!***