

Qualifying to Uncover Needs (Cont.)

Sit Them Down!

A targeted and rehearsed presentation and demonstration is made at this stage. In most environments, a prepared script that covers all the selling points — benefits, features and applications — will produce more success, because casual, unplanned conversations tend to skip forgotten facts and benefits that could be crucial for many prospects.

If there is merit in a memorized sales presentation in a booth, here are some tips on how to develop a presentation that is effective, easily memorized and adaptable.

How do you accomplish this? **Assign the task to the sales force.**

1. Be sure they understand the audience.
2. Encourage them to share their experience in the field.
3. Groups of two or three should each develop a possible version of the pitch.
4. Each pitch should include questions that draw out the prospect and zero in on needs and interests.
5. Video tape each candidate version.
6. Play the videos back and take a vote on the one that will be used as the basis of the trade show pitch.
7. Award a prize to the group that produces the winning presentation.

Veteran salespeople may resent having to memorize a set presentation. Insist on it. It is good discipline.

Sell Them!

At this stage, a step toward the sales goal can be attained by generating a sales order or a thoroughly executed and prioritized lead form.

A summary of the product's prime advantages for the prospect's needs should be restated followed by a request for agreement from the prospect. The salesman needs a commitment to the action which he wants the prospect to take.

In a consumer show environment, for instance, the scenario cannot necessarily lead to a sales order, but rather a referral. The salesperson can obtain a commitment from the prospect and refer him to his nearest retail outlet. Without a commitment from the prospect, there has been failure to answer the prospect's objection and meet his needs.