

**PROFESSIONAL SALESMANSHIP – LECTURE 9**

**CHAPTER 9 – Making the Sales Call: Creating and Communicating Values**

**Objectives**

**After completing this module, you should be able to**

1. Explain the disparities among features, potential advantages, and validated benefits, and how they contribute to the process of selling benefits.
2. Develop comprehensive selling propositions utilizing feature descriptions and corresponding benefits.
3. Explore the benefits of integrating response-checks into the sales pitch.
4. Enumerate and elaborate on various types of presentation tools and sales aids that enhance presentation effectiveness.
5. Outline the four stages of the SPES methodology for proficiently leveraging sales aids during presentations.
6. Clarify specific factors to consider when delivering sales presentations to audiences.

**FACE-TO-FACE WITH THE CUSTOMER: SALESPERSON BEHAVIOR IS KEY TO SUCCESS**

To facilitate a constructive sales discussion, sales professionals should emphasize the positive aspects of how they can deliver value to customers and refrain from disparaging competitors. While it's important for salespeople to be familiar with competitors' offerings and demonstrate how their own offerings compare, customers are often put off by sales pitches that dwell on competitors' weaknesses, especially if those weaknesses are subjective rather than factual. Savvy salespeople recognize the value of their time with customers and carefully plan their interactions,

guided by specific sales call objectives. They approach each interaction with enthusiasm, actively listen, and steer the conversation towards the positive ways they can meet customer needs.

When the goal of a sales call is to secure a sale, the salesperson builds upon the rapport, knowledge, and understanding established in earlier stages of the sales process and previous interactions. During this phase, the salesperson presents a tailored solution to the buyer's needs, enhances the buyer's perception of the value offered by the sales offering as a unique solution for their individual requirements, and confirms the buyer's comprehension of and interest in the benefits provided by the salesperson's solution.

#### **NEEDS-GAP ANALYSIS: SELECTING APPROPRIATE CUSTOMER OFFERINGS BY ASSESSING NEEDS**

Merely having the means to purchase doesn't guarantee that a qualified prospect will make a purchase. Simply having a need isn't always enough. A prospect will only commit to buying when they determine that acquiring your product will significantly improve their situation. Given the fierce competition across most industries, it's imperative for sales professionals to possess a deep understanding of their customers' needs to be taken seriously. Utilizing structured questioning methods like SPIN or ADAPT, the salesperson delves into the buyer's circumstances to uncover missed opportunities, sources of dissatisfaction, needs, and challenges. The salesperson must inquire, probe for details, and attentively listen to the prospective buyer's feedback. Depending on the depth of exploration and clarification needed to grasp the prospect's needs, this process may extend beyond a single sales call. The salesperson's principal objective is to unearth the prospect's specific requirements or challenges and then concentrate on how their products or services can address those issues or fulfill those needs.

#### **CREATING VALUE: LINKING SOLUTIONS TO NEEDS**

It's improbable that every detail of the salesperson's product or service offering will capture the customer's interest. Certain aspects of the offering will undoubtedly hold more significance for a

particular prospect than others. Essentially, sales professionals should focus on conveying three essential elements: (1) How the purchase addresses buyer needs or unlocks opportunities; (2) how the product features directly translate into benefits for the buyer; and (3) why the buyer should choose to purchase from them over a competing salesperson. To aid salespeople in effectively communicating these key points, most sales training programs emphasize a form of benefit selling, often referred to as FAB (features, advantages, and benefits).

### **BENEFIT SELLING: FEATURES, POTENTIAL BENEFITS, AND CONFIRMED BENEFITS**

Every product or service consists of various features, each capable of generating different potential benefits and confirmed benefits. Features are typically described as qualities or characteristics of a product or service designed to add value for the buyer, answering the question, "What is it?" A benefit, on the other hand, is the value offered by a feature to the buyer, addressing the fundamental query of "What's in it for me?" However, not all benefits hold equal importance for all buyers, leading to the differentiation between potential benefits and confirmed benefits.

A potential benefit represents a generalized form of value assumed to be significant by the salesperson but not yet recognized as such by the buyer. Once the prospective buyer acknowledges the significance of a benefit to their purchasing situation, it becomes a confirmed benefit. Confirmed benefits, being the customer value provided by the proposed solution, are sometimes referred to as the value proposition in certain sales programs.

### **ENCOURAGING BUYER FEEDBACK**

During effective sales dialogues and presentations, salespeople continuously monitor and assess the reactions and responses of potential buyers. Conversely, less successful sales professionals

often rush through presentations without pausing to solicit feedback from the buyer. Feedback from the prospective buyer is crucial as it provides the salesperson with valuable insights into the rapport between them and the buyer, the buyer's level of interest in the product's features and benefits, the effectiveness of the salesperson's responses to the buyer's concerns, and the overall progress of the presentation towards influencing the buyer's purchase decision.

Astute salespeople can glean substantial feedback through the buyer's nonverbal cues. In addition to observing these cues, high-performing salespeople strategically employ verbal probes at key junctures to gauge the buyer's interest and evaluate the trajectory of the sales dialogue. These verbal probes typically take the form of confirmatory questions seeking simple 'yes' or 'no' responses from the buyer. This technique is commonly referred to as "check-backs" or "response-checks," aimed at soliciting feedback from the buyer. While feedback can be requested at any stage of the conversation, response-checks are often utilized at two critical junctures: firstly, after presenting a specific feature-benefit sequence to confirm the benefit and assess the buyer's level of interest, and secondly, following the response to an objection to evaluate the effectiveness of the salesperson's handling of the issue.

### **SALES TOOLS FOR MAXIMIZING PRESENTATION EFFECTIVENESS**

The benefit selling approach aims to raise a potential buyer's awareness of the value offered by a proposed solution in alignment with their needs and challenges, spark curiosity to learn more about the solution and its benefits, and ignite the buyer's eagerness to acquire the confirmed benefits deemed significant. However, merely informing the prospect about the benefits and their relevance is often insufficient to generate the level of interest and desire needed to prompt a purchasing decision. To enhance the effectiveness of the sales dialogue, sales professionals employ sales tools that capture and maintain the buyer's attention, enhance their engagement and comprehension, bolster the credibility of claims, and enhance the retention of information.

Salespeople have access to a range of sales tools for use in presentations, which can be classified into five categories: verbal aids, sales environment enhancements, evidence providers, visual aids, and electronic resources. While many of these tools are supplied by the selling organization, seasoned sales professionals frequently emphasize the effectiveness of tools they've developed themselves tailored to specific prospects and selling scenarios. An emerging trend is the creation and utilization of online repositories of sales aids and tools, often established by selling organizations exclusively for their sales teams, with access restricted via password authentication. Hewlett-Packard, for instance, maintains a comprehensive online database and library of sales tools encompassing product brochures, graphics, proposal templates, competitive analyses, and a repository of PowerPoint presentations.

This content can be downloaded and printed as-is or customized to better suit specific requirements. Armed with a handheld device or laptop and a portable color printer, a salesperson can swiftly produce professional-quality sales aids or a full-color proposal within minutes.

### **Verbal Support**

Within the five categories of sales tools and aids, the components falling under the category of verbal support are readily accessible to the salesperson. Crucially, these elements are highly adept at capturing the prospective buyer's attention, cultivating interest, and enhancing comprehension and recall of information. Key components of the verbal support category include voice modulation, illustrative examples and anecdotes, as well as comparisons and analogies.

### **Voice Characteristics**

The tone of your voice communicates various attributes to individuals, such as confidence, likability, engagement, honesty, or deceitfulness. Voice quality serves as a tool to infuse excitement and dynamism into presentations by employing three techniques: pitch variation, speed modulation, and volume adjustment. Altering the pitch and tone of specific words or phrases adds emphasis and heightens impact, akin to painting different shades and colors into your voice. This heightened intensity and vividness capture attention, sustain interest, and aid in retention of information.

Modulating the speed of speech can underscore key points and steer the buyer's focus to pivotal aspects of the presentation. Essential details, particularly numerical data, are best delivered at a deliberate, unhurried pace. Conversely, less crucial information may be conveyed more rapidly to captivate the buyer's attention and maintain their engagement. Variations in volume can also be employed to accentuate significant phrases or topics, while softer, almost whispered tones can evoke curiosity and draw the prospect into the conversation.

Moreover, transitioning between loud and soft volumes can effectively capture and retain the buyer's interest while simultaneously enhancing clarity and emphasis to promote understanding.

### **Examples and Anecdotes**

An example serves as a concise portrayal of a particular scenario utilized to elucidate features and benefits. These instances can be actual or hypothetical and are employed to provide additional clarification and emphasis on a subject of interest. Anecdotes, on the other hand, represent a subtype of example presented in the form of a narrative recounting a particular event or situation.

The incorporation of examples and anecdotes by a salesperson not only enhances the clarity of the presentation to facilitate the buyer's comprehension and retention but also serves to substantiate and enhance the credibility of benefit assertions.

### **Comparisons and Analogies**

A comparison is a declaration highlighting and elucidating the resemblances between two aspects. Meanwhile, an analogy represents a distinct and valuable form of comparison that elucidates one concept by likening it to another. Analogies prove particularly helpful in simplifying complex ideas, enabling the buyer to visualize them in terms of familiar concepts for easier comprehension. Comparisons enhance interest and clarity, thereby aiding in the retention of information. Furthermore, the support of claims through comparisons and analogies effectively substantiates the assertions of benefit and value.

### **Sales Call Setting**

Often, salespeople have limited or no authority over the environment where the sales call occurs. However, this setting can significantly impact outcomes, prompting salespeople to carefully contemplate two primary aspects of sales settings: location, positioning, and seating arrangements, as well as potential disruptions.

#### **Location**

The location of the sales presentation can significantly impact its success, either positively or negatively. Typically, sales presentations occur in the prospect's office, which can be optimal if the prospective buyer has a private office and interruptions can be minimized. The familiarity of the environment tends to put the buyer at ease, and as the guest, the salesperson is usually treated with respect. However, in cases where interruptions are inevitable or the prospect is known to be assertive, holding the meeting at a neutral off-site location often proves more effective. This could involve meeting at a related third-party's facility or organizing a lunch meeting where the salesperson assumes the role of host, thereby establishing a more balanced dynamic.

### **Positioning and Seating Arrangements**

While the majority of sales interactions occur while seated with the prospective buyer at a desk or table, it's worth noting that many sales calls are conducted while standing. For example, pharmaceutical detail representatives representing companies like Pfizer or Merck often engage in sales calls while walking down the hallway with the doctor as they transition between patients' examination rooms. Similarly, an agricultural chemical salesperson working for Dow or Growmark might find themselves delivering a presentation to a farmer out in the demonstration field alongside the application equipment.

### **Disruptions**

Interruptions and disruptions refer to any events that divert the buyer's attention away from the sales dialogue. Some interruptions, such as those related to the buyer's job or personal life, are beyond the direct control of the salesperson. However, many disruptions can be managed or influenced by the salesperson. For example, inquiring before commencing the presentation whether others will be joining the meeting can prevent the need to restart if a latecomer unexpectedly enters the room. Additionally, if there is activity outside the office window that may momentarily distract the buyer, the salesperson can strategically position themselves to redirect the buyer's line of sight away from the window. These are just a few strategies that salespeople can employ to minimize distractions. However, to effectively mitigate disruptions, salespeople must remain vigilant of their surroundings and take proactive steps to influence potential sources of interruption. Even the most prepared salespeople may encounter disruptions that require effective management.

### **Case Histories**

Case histories essentially serve as testimonials presented in the form of a story or anecdote. Their extended length allows for more detailed information to be conveyed, aiding in further clarification of an issue or providing comprehensive evidence for a given statement. Additionally, case histories can help alleviate the monotony of a lengthy presentation. Similar to testimonials,

case histories should only be utilized when they directly illustrate a specific point and are suitable for the prospective buyer. Unrelated or tangential stories not only distract the customer but can also undermine credibility. It's important for case histories to be concise, lasting no more than a minute, and remain supportive of the presentation without overshadowing the main focus.

### **Visual Aids**

Visual aids enable the salesperson to engage the buyer's senses during the presentation and effectively illustrate features and benefits. They enhance clarity and dramatization, thereby increasing the effectiveness of the sales pitch and moving closer to securing a purchase commitment. Among the array of visual aids at a salesperson's disposal, product demonstrations and models, printed materials, photographs and illustrations, as well as charts and graphs, have demonstrated significant effectiveness in augmenting and reinforcing the sales presentation.

### **Product Demonstrations and Models**

The product itself often serves as the most compelling sales aid, as it allows prospective buyers to engage in hands-on exploration. When it's impractical to demonstrate the actual product, models can effectively represent and elucidate key features and benefits. The value of a live product demonstration transcends various industries and services. For instance, Boeing employs scale models to provide buyers with a detailed and realistic sense of their aircraft, which cannot be conveniently transported by the salesperson. As the sales process advances, prospective buyers' teams are typically granted direct interaction with the actual product. Leading manufacturers of sleep products like Simmons and Sealy mandate that their authorized dealers showcase demonstration models of mattress sets for customers to test firsthand. Similarly, major office furniture vendors often establish model office setups, allowing prospective clients to experience the practical utility of the furniture. Pharmaceutical companies routinely provide doctors with actual product samples for trial use with selected patients.

### **Printed Materials**

Printed materials encompass a variety of items such as brochures, pamphlets, catalogs, articles, reprints, reports, testimonial letters, and guarantees. Well-crafted printed materials serve as valuable tools for the salesperson to communicate, elucidate, and underscore key aspects of the selling organization and its products. They are designed to succinctly outline essential features and benefits and can be effectively utilized not only during the presentation but also left behind as reminders for the buyer after the salesperson's departure. In subsequent phone conversations with the buyer, the salesperson can reference important topics and highlight information included in the printed materials. When providing printed materials to a buyer, it's important that the salesperson's name and contact details are clearly printed on the material or attached business card.

### **Photographs and Illustrations**

Photographs and illustrations offer a cost-effective and straightforward means of presentation. Employing images enables the salesperson to provide a lifelike depiction of the product or service. In cases where bringing the actual product to a prospective buyer's office is impractical due to its size, a well-crafted image can offer the prospect an understanding of the product's appearance and dimensions. Line drawings and diagrams, meanwhile, can effectively highlight the key features of a product. Images prove particularly effective when they simplify and clarify a complex product or feature, facilitating the communication of information regarding its size, shape, construction, and usage.

### **Charts and Graphs**

Charts and graphs serve as valuable tools for showcasing trends and depicting relationships, allowing the prospect to comprehend the costs associated with a problem or the potential effectiveness of a solution. They often represent relationships through bars, lines, circles, or squares. For instance, an office equipment vendor's salesperson might gather cost data from the prospect's use of an external copy center over the past two years and present it in a comparative

bar graph to highlight potential savings with their own copier. Similarly, salespeople from a prominent medical technology company may employ a chart format to compare the features and benefits of their product with competitors' equipment under consideration by the buyer. This format concisely and effectively bolsters claims of superiority made during the presentation.

### **Electronic Media**

Modern salespeople have the ability to personalize graphic presentations using various electronic devices such as laptops, handheld computers, DVDs, and slide and overhead projectors. Enhancing presentations with electronic multimedia can be accomplished affordably and within a relatively short timeframe. For instance, Microsoft PowerPoint enables salespeople to swiftly create a comprehensive, visually striking graphic presentation tailored to an individual prospect. With the availability of technologies like computer-based presentations, video, slides, and overhead transparencies, there is no excuse for salespeople to deliver a standardized, pre-packaged presentation.

### **Computer-Based Presentations**

The advanced computing capabilities of modern laptops and handheld computers, coupled with presentation software like PowerPoint, empower salespeople to craft dynamic multimedia presentations. These presentations can incorporate product images, video testimonials from satisfied customers, as well as product demonstrations and comparisons with competitors. Additionally, editing options including computer-generated artwork and diverse fonts serve to further enrich the presentation.

### **Slides**

Numerous companies provide cost-effective slides for their sales representatives to utilize during presentations. GlaxoSmithKline, for instance, employs before-and-after slides to demonstrate

the efficacy of a topical cream they offer. The initial slide showcases an affected area of the skin, while the subsequent slide displays the cleared skin after three days of treatment. These slides also highlight that 93 percent of patients using this cream experience clearance after just three days. Slide presentations can be swiftly adapted to suit different audiences and have advanced in sophistication with the integration of multiple projectors and the inclusion of soundtracks.

### **Overhead Transparencies**

The widespread adoption of computers and the accessibility of compact, lightweight, and high-powered projectors have largely supplanted the need for transparencies and overhead projectors. However, transparencies and overhead projectors remain prevalent in situations where more advanced technology is unavailable. Transparencies are simple to create and cost-effective to produce. Last-minute alterations can be easily implemented using a copying machine, while color printers can generate full-color transparencies for enhanced impact. Due to their straightforward production process and affordability, many sales professionals carry transparencies and a portable projector as a backup to their more sophisticated computer-based presentations.

### **Using Tools and Sales Aids in the Presentation**

Practicing the presentation serves as the ultimate step in delivering compelling sales pitches. It involves comprehending which features are pertinent and which benefits hold significance for the prospective buyer in terms of the value they offer. Confidently utilizing various sales aids to enhance the impact of the presentation is crucial. Utilizing the SPES Sequence can further optimize the effectiveness of presentation tools and sales aids, comprising the following steps: stating the selling point and introducing the sales aid, presenting the sales aid, explaining its significance, and summarizing its key points.

### **State the Selling Point and Introduce the Sales Aid**

This involves articulating the complete selling point, encompassing both the feature and its potential benefit, followed by the introduction of the sales aid. For example, one might say, "To illustrate this benefit, please take a moment to view this video," or "This graph encapsulates the enhanced performance you'll enjoy with the Honda S2000." This approach primes the buyer for the visual aid and communicates the need for their attention.

### **Present the Sales Aid**

This entails presenting the sales aid to the customer and providing a brief period for examination and familiarization without interruption. For instance, when utilizing printed materials, position the material directly in front of the customer and allow them a moment to review it quietly. Permitting the customer to explore the sales aid at their own pace satisfies their natural curiosity before engaging further.

### **Explain the Sales Aid**

Regardless of the meticulous preparation of a sales aid, its significance may not be immediately apparent to the customer. Without a brief explanation from the salesperson, the customer might not fully grasp its importance. Merely presenting a chart or graph may not suffice to elucidate the supported points. Similarly, while a prospect may enjoy a product demonstration, they might overlook the underlying information or experience that bolsters the presentation.

### **Summarize**

After elucidating the importance of the sales aid, summarize its contribution and support before removing it. Failure to remove the sales aid may divert the prospective buyer's attention from subsequent feature and benefit points.

## **GROUP SALES PRESENTATIONS**

Sales presentations to groups are a common occurrence in business-to-business selling. For instance, retail chains often convene buying committees to evaluate new products for their stores. Hospitals utilize cross-functional teams composed of medical and administrative staff to select vendors like food service providers. Similarly, decisions regarding advertising agencies typically involve a group of marketing and upper-management professionals. Moreover, corporations frequently rely on representatives from various departments to make purchasing decisions that impact all employees, such as selecting insurance providers.

Delivering sales presentations to groups presents both unique challenges and opportunities. In addition to adhering to the fundamental principles of planning and delivering sales presentations to individual buyers, additional strategies and tactics can enhance presentations to groups. When selling to groups, salespeople should anticipate tough questions and prepare accordingly. While buyer inquiries are common in most sales presentations, they are particularly vital when dealing with multiple buyers. Buying groups are typically assembled to leverage the individual expertise and interests of their members. For instance, a buying committee for a company's computer information system might include technical specialists, finance and accounting professionals, representatives from production operations, logistics, management, and marketing.

All these individuals possess expertise and require detailed information to make informed decisions. In certain scenarios, this necessitates a sales team to adequately address all inquiries, while in others, an individual salesperson possesses the cross-functional expertise needed to secure the sale.

When addressing a group, salespeople should capitalize on every opportunity to presell individual group members prior to the group presentation. Preselling to individual buyers or subgroups occurs before a major sales presentation to the entire group. Whether buying

procedures within a company permit preselling may vary. If feasible, the salesperson should certainly engage with individuals comprising the buying group before presenting to the entire group. This approach allows the salesperson to better understand individual and group interests and motives, potentially establishing a positive groundwork for the group presentation. Additionally, preselling can unveil the roles of individuals within the buying center. Identifying the decision-maker, as well as other roles such as users and influencers, is essential for success in group sales presentations. In the subsequent discussion, we will concentrate on two primary areas: tactical recommendations for group presentations and addressing questions in group settings.

### **Sales Tactics for Selling to Groups**

Given that the salesperson or sales team has meticulously planned a comprehensive presentation and conducted thorough preselling, there are specific sales tactics that can augment presentations to groups. Sales tactics for group presentations can be broadly categorized into three main areas: arrival tactics, maintaining eye contact, and communication tips during the delivery of the presentation.

#### **Arrival Tactics**

Strive to arrive at the presentation venue ahead of the buying group. This allows for setting up and testing audio-visual equipment, organizing collateral materials for distribution, and acquainting oneself with the surroundings. It also offers the opportunity for the salesperson to personally welcome members of the buying team as they arrive. Symbolically, it signifies a sense of ownership or authority over the meeting. While control of the presentation meeting is usually shared with the buying group, being the first to arrive sends a clear message that the salesperson is ready to commence promptly at the scheduled time, thereby demonstrating respect for the buyer's time.

### **Eye Contact**

In both small and large group settings, maintaining periodic eye contact with individuals is crucial. This is relatively simple to achieve in smaller groups. However, in larger groups, particularly during formal presentations where the salesperson is standing and the group is seated, there may be a tendency to adopt the "overhead approach." This involves looking just above the heads of the group, under the assumption that those seated farthest from the presenter will still feel included. However, this approach should be avoided, as it can come across as impersonal, particularly in groups of 10 to 25 individuals. Similarly, rapid scanning from side to side should be avoided as it may convey nervousness and is ineffective in establishing connections with individual group members.

The most effective approach to eye contact is to attempt to engage with each individual or small subgroup for brief moments, traversing the entire group throughout the presentation. Professional entertainers often employ this technique to connect with audience members, and salespeople can do the same.

### **Communications Tips**

When selling to groups, it is crucial to ensure that all members feel their opinions are valued. Additionally, it is important to avoid getting caught in the middle of any disagreements within the group. For instance, if one member favors the salesperson's proposal but another thinks it is too expensive, resolving this conflict requires careful handling. While the salesperson can provide information to address the issue, sometimes the disagreement may need to be settled outside the meetings. Ideally, resolving conflicts during the presentation is beneficial for the salesperson, as it helps maintain the momentum of the sales process. Unresolved issues, on the other hand, can delay progress.

### **Handling Questions in Group Presentations**

Just as with individual sales presentations, questions from buyers in a group are a vital part of the buyer-seller interaction that leads to a purchase decision. Salespeople should understand that questions fill information gaps, enabling buyers to make better decisions. In a group setting, questions can also add a dramatic element, making the presentation more engaging for attendees. Salespeople should anticipate potential questions and decide whether to address them proactively or wait until they arise during the presentation.

To effectively handle questions during the presentation, salespeople should listen carefully and maintain eye contact with the questioner. It's generally a good idea to repeat or restate the question. Answers should be concise and convincing. By listening attentively, salespeople show respect for the questioner and direct the group's attention to the question. Maintaining eye contact with the person asking the question demonstrates respect for their right to inquire. This may require practice, as salespeople might be tempted to look at sales materials or their watch when attention shifts. Doing so could offend the questioner, who may feel slighted by the lack of attention.

Planning and delivering a group presentation is similar to preparing for individual sales presentations. By considering the specific aspects discussed in this section, salespeople can leverage their experience with individual presentations to effectively engage and present to groups.

### **SUMMARY**

1. Describe the difference between features, potential benefits, and confirmed benefits and the role that they play in benefits selling. Any given product or service is comprised of multiple features that produce different benefits. Features are defined as a characteristic of a product or service that provides value. Features answer the question, "What is it?" A benefit is the value provided by a feature and addresses the buyer's question, "What's in it for me?" Not all benefits

will be valued at the same level by all buyers, thus the categorization of potential benefits versus confirmed benefits. A potential benefit describes a general form of value that is assumed to be of importance but not yet acknowledged as such by the buyer. Once the prospective buyer acknowledges the importance of a benefit to his or her buying situation, it is a confirmed benefit. Because confirmed benefits represent customer value that is provided by the proposed solution, some sales programs refer to the confirmed benefit as the value proposition. Confirmed benefits are important because buyers do not purchase features. Rather, they purchase value that is provided in the form of confirmed benefits.

2. Construct complete selling points using feature and benefit statements. Selling points are the foundation of benefit selling. In benefit selling, the salesperson describes the benefits as they relate to the specific needs of the prospective buyer and uses a description of the feature to support and evidence the presence of confirmed benefits. This combination of a specific feature and its meaningful benefit statement are referred to as a selling point. Selling points are most effective when they are phrased in a conversational tone and clearly describe the benefit in a manner that emphasizes its applicability and importance to the individual buyer.

3. Discuss the advantages of using response-checks in the selling presentation. Response-checks are confirmatory probes used by the salesperson to gather feedback from the buyer. Effective use of response-checks offers a number of advantages including increasing buyer involvement and ensuring that the presentation remains a two-way, collaborative exchange. Response-checks also help the salesperson evaluate the level of the buyer's understanding and keep the salesperson on the right track. If feedback indicates a lack of understanding or lack of interest on the part of a prospective buyer, the salesperson must make changes to the presentation and its features and benefits so that they are better aligned with the needs and expectations of the buyer. On the other hand, positive feedback indicating a high level of understanding and interest on the part of the buyer would signal to the salesperson to stay the course and advance the presentation toward gaining the buyer's purchase commitment. A series of positive response

checks indicates that the buyer is nearing the readiness stage for wrapping up the details and closing the sale.

4. List and explain the different forms of presentation tools and sales aids that can increase the impact of a presentation. To maximize the effectiveness of the sales presentation, salespeople utilize sales aids and tools that capture and hold the buyer's attention, boost the buyer's involvement and understanding, increase the believability of the claims, and build the buyer's retention of information. Salespeople have a variety of different types of sales aids available for use in presentations.

5. Delineate the four steps of the SPES process for effectively utilizing sales aids in presentations. The SPES Sequence provides the salesperson with guidelines for effectively incorporating sales aids into a selling presentation. Each letter stands for a specific set of actions to be undertaken by the salesperson: State selling point and introduce the sales aid; P¼Present the sales aid; Explain the sales aid; Summarize. State the Selling Point and Introduce the Sales Aid. State the full selling point and then introduce the sales aid. For instance, "This graph summarizes the increased performance that you will experience with the Honda S2000." This prepares the buyer for the visual aid and informs him or her that attention is required.

Present the Sales Aid. Present the sales aid to the customer and allow a few moments for examination and familiarization before saying anything. For example, when using printed materials, place the material directly in front of the customer and allow it to be reviewed momentarily. This allows the customer to review the sales aid and satisfy his or her natural curiosity before using it.

Explain the Sales Aid. No matter how carefully a sales aid is prepared, it will not be completely obvious. The customer will not necessarily understand the significance unless the salesperson

provides a brief explanation. The salesperson should point out the material information and explain how it supports his or her points.

Summarize. When finished explaining the significance of the sales aid, summarize its contribution and support and remove the sales aid. If not removed, its presence can distract the prospective buyer's attention from subsequent feature and benefit points.

6. Explain some of the special considerations in making sales presentations to groups. Making a sales presentation to a group requires all of the preparation and selling skills necessary in selling to individuals. In addition, salespeople should expect especially tough questions when selling to a group of buyers because individuals in a group are typically experts in their specialty area, and the individual interests of buyers in a group can be quite varied. When possible, salespeople should presell individuals or subgroups prior to making a group presentation. It is important for salespeople to try to establish an individual connection with group members and to pay particular attention to handling questions from the group.

### **Examination**

#### **True or False Quiz**

1. Features of a product or service describe what it is, while benefits describe the value provided by those features.
2. A potential benefit is a value that has been acknowledged as important by the buyer.

3. Buyers purchase products based on the features alone.
4. A confirmed benefit is also known as a value proposition in some sales programs.
5. All buyers value benefits equally.
6. Selling points should be phrased in a formal tone to emphasize their importance.
7. In benefit selling, the salesperson should relate benefits to the specific needs of the prospective buyer.
8. A selling point is effective when it combines a specific feature with its meaningful benefit statement.
9. Describing the feature alone is sufficient to make an effective selling point.
10. Selling points should emphasize the applicability and importance of the benefit to the individual buyer.
11. Response-checks help keep the presentation a one-way communication from the salesperson to the buyer.
12. Positive feedback from response-checks indicates the buyer's high level of understanding and interest.
13. If a buyer shows a lack of understanding, the salesperson should continue the presentation as planned.
14. Response-checks can help the salesperson stay on track during the presentation.
15. A series of positive response-checks suggests the buyer is nearing readiness to close the sale.
16. Sales aids are used to capture and hold the buyer's attention during a presentation.
17. Salespeople should avoid using sales aids to keep the presentation simple.

## **Professional Salesmanship**

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**Lecturer: Michaella DeLeon Castillo, DBA - Philippines**

18. Sales aids can increase the believability of the salesperson's claims.
19. Sales aids help build the buyer's retention of information.
20. Utilizing different types of sales aids can boost the buyer's involvement and understanding.
21. The SPES sequence includes stating the selling point, presenting the sales aid, explaining the sales aid, and summarizing.
22. When using the SPES process, the sales aid should be removed immediately after presenting it.
23. The salesperson should not provide an explanation of the sales aid as it will be self-explanatory.
24. Summarizing the sales aid's contribution is an essential step in the SPES process.
25. Allowing the customer a few moments to review the sales aid before explaining it can help satisfy their curiosity.
26. Salespeople should expect especially tough questions when selling to a group of buyers.
27. Preselling to individuals or subgroups is not necessary before making a group presentation.
28. Establishing an individual connection with group members is important in group presentations.
29. Handling questions from the group is less important than in individual presentations.
30. Group members typically have varied individual interests and expertise areas.

#### **Answers Key**

**1. True**

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**2. False**

**3. False**

**4. True**

**5. False**

**6. False**

**7. True**

**8. True**

**9. False**

**10. True**

**11. False**

**12. True**

**13. False**

**14. True**

**15. True**

**16. True**

**17. False**

**18. True**

**19. True**

**20. True**

**21. True**

**22. False**

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**23. False**

**24. True**

**25. True**

**26. True**

**27. False**

**28. True**

**29. False**

**30. True**

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