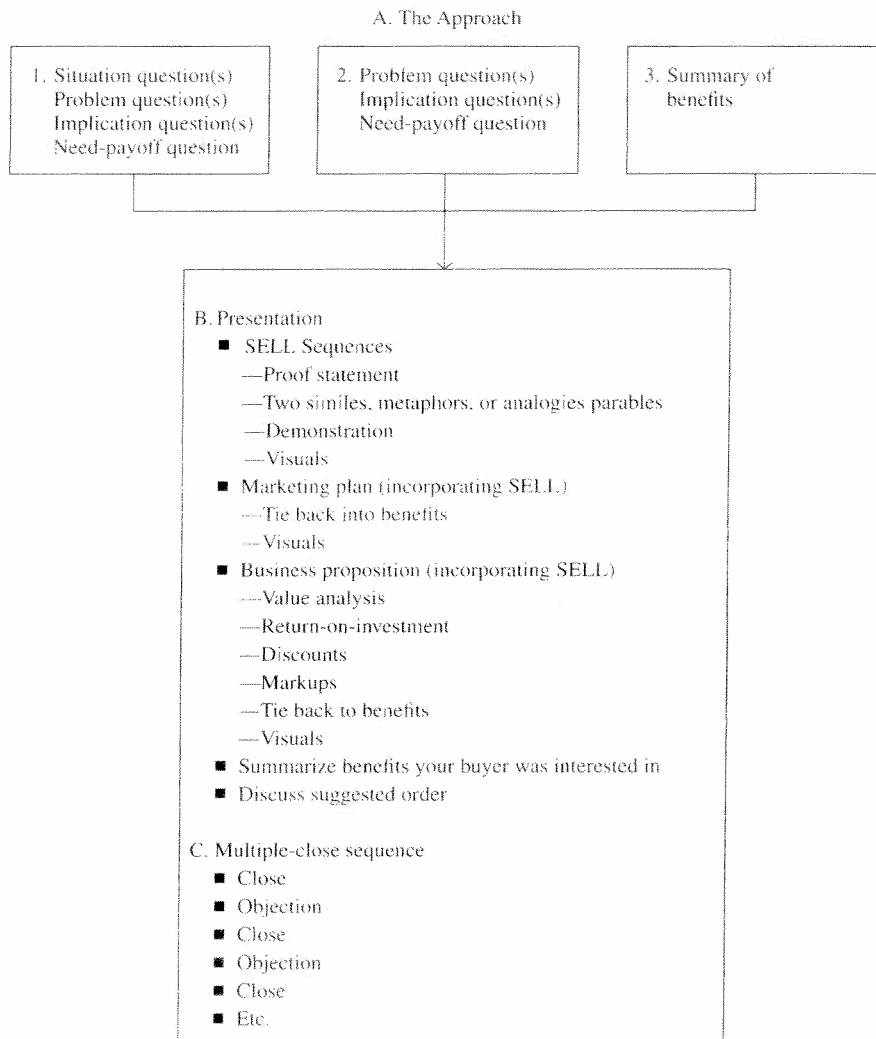


EXHIBIT A

Format of your sales presentations.

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appearance; (2) firmly shake hands and use direct eye contact before and after the presentation; (3) project positive nonverbal signs; and (4) use a natural level of enthusiasm and excitement in conversation.

STUDENT APPLICATION LEARNING EXERCISES (SALES)

SALE 7 of 7—
Chapter 13

Now it's time to ask for the order! Frequently, questions and objections arise when you ask someone to buy. Thus, you should anticipate questions and/or objections and be prepared to use several different closing and objections-handling techniques. To make **SALE 7**

1. List the main benefits discussed in your presentation.
2. Select a closing technique, such as the summary-of-benefits close on page 365. Write out your close and label it with the name of the closing technique in parentheses. Use a trial close after completing the close to verify that these benefits are important to the buyer. Write out your trial close and label it using parentheses as shown on page 365 (trial close).