

were used in selling a product. Suggest ways that you would have presented the product.

3. Report on one television advertisement that used each of the following: a proof statement, a demonstration, unusual visual aids, and a dramatization.
4. In your library are magazines in which companies advertise their products to retail and wholesale customers, along with information about current price discounts. Find at least three advertisements containing current price discounts manufacturers offer to wholesalers and/or retailers. How might you use this information in a sales presentation?

STUDENT APPLICATION LEARNING EXERCISES (SALES)

An important part of consultative selling is the use of questions to uncover the customer's needs. You have planned some of your questions in constructing your **SELL Sequences**. **SELL Sequences** should be contained in your discussion of the product, marketing plan, and business proposition.

SALE 5 of 7— Chapter 11

Every important sales presentation should contain most—if not all—of the presentation mix ingredients shown in Exhibit 11.5 on page 341. To make **SALE 5**:

1. Construct and write out one **SELL Sequence**. After your trial close, the buyer questions what you have just said. The buyer sounds as if unsure what you are saying is true. Create a proof statement that shows your claim is true. See pages 346–348.

SELL SEQUENCE:

Buyer's skeptical remark:

Proof statement:

2. Create one analogy, simile, metaphor, and parable to use in your role-play. See page 345.

Analogy:

Simile:

Metaphor:

Parable:

3. Describe a demonstration you could do of one of your product's benefits. If possible, add dramatization. Remember: simply showing the product is not a demonstration.
4. Describe three visual aids you could use in your presentation. Flip charts and notebooks are easy to develop, or you can place your visuals in a folder and pull out one at a time as you discuss it.

Visual 1:

Visual 2:

Visual 3: