

Final Sales Presentation

****READ DIRECTIONS CAREFULLY!****

Now that you have learned and practiced all seven steps of the sale, it is time for you to demonstrate your knowledge and sell your product!

You will need to film a video of you selling your product to someone else. This can be a parent, grandparent, sibling or friend. You need to demonstrate ALL seven steps of the sale. There is no time length, but typically the selling role play lasts 3 minutes tops.

You need to let the person you are selling to know:

1. They need to be looking at the product since you will be using the *merchandise approach*
2. They must give you ONE objection (price, need, color, time, etc.)
3. They can make up if they are purchasing for themselves, as a gift
4. They can pretend they have a grandchild or a son/daughter of driving age (it obviously depends on what you are selling!)
5. You should NOT know who their role is or their objection (so tell them not to share with you!)

Seven Steps of The Sale

1. **Approach** - you will be using the MERCHANDISE approach
2. **Determine Needs** - as soon as you have approached the customer
3. **Presentation** - talk about the features and customer benefits. Get the customer involved!
4. **Handling Objections** - the customer must give you ONE objection and you need to overcome the objection (refer back to the methods we learned)
5. **Closing the Sale** - based off of the customer's feedback and readiness - you need to determine when the right time to close the sale is. Refer back to the three types of closes
6. **Suggestion Selling** - You MUST have a related/complementary product to sell to the customer before you "go to the register"
 - a. It can be a warranty, a computer case, etc. Whatever you put in your planning assignments.
 - b. If you don't physically have that product, write it on a sheet of paper and pretend it's the real thing.
 - c. The "customer" does NOT have to buy it - if they say no, it will not hurt your grade, but try to talk about the benefits before accepting a "no" - just don't be too pushy
 - d. Entice them with a sale to persuade them to purchase the additional product
 - e. Make sure you say how much the suggested item is
7. **Reassurance & Follow-Up** - take them to the "register" and check-out. Invite them back or give them a business card (you can write on a little sheet of paper) with a number they can call in case they have questions

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Important Notes

- You may use a piece of paper for notes on each step in case you forget! But try not to stare at it - practice before filming!
- If you are unable to film - You need to email me piercec@bdusd.org and we will come up with a plan.
- Upload your video to YouTube and attach the link into the appropriate Google Classroom Assignment.
 - You may also film using Screencastify on your Chromebook - just have the computer placed appropriately so that I can see the presentation.

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Evaluation Area	Poor	Fair	Good	Excellent
Approach: Did the salesperson use the merchandise approach? Was the salesperson's approach appearance appropriate?	0 1 2	3 4 5	6 7 8	9 10
Determining Needs: Did the salesperson listen appropriately? Did the salesperson use open & close-ended questions?	0 1 2	3 4 5	6 7 8	9 10
Presentation: Did the salesperson use feature/benefit selling? Was the customer encouraged to participate? Did the salesperson demonstrate product knowledge?	0 1 2	3 4 5	6 7 8	9 10
Handling Objections: Was each objection handled? Was tact used in handling questions? Was the customer given a chance to voice objections?	0 1 2	3 4 5	6 7 8	9 10
Close: Was the close smooth and a natural part of the sale? Did the salesperson ask for the sale? Did the salesperson use opportunities to close?	0 1 2	3 4 5	6 7 8	9 10

Suggestion Selling: Was this a smooth and natural part of the sale? Did the salesperson select a proper related item?	0 1 2	3 4 5	6 7 8	9 10
Reassurance & Follow-Up: Was the customer invited to return? Was the salesperson enthusiastic?	0 1 2	3 4 5	6 7 8	9 10
Total Points: /70 pts				