

DEMONSTRATE

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Your demonstration is whenever you present a solution to people's needs, wants or problems. You may do it verbally or with a formal proposal.

Most salespeople think of a demonstration as an activity they do to show and tell about their product or service. They take in a piece of equipment or pictures, set it on a table, and begin telling about it. They tell all its features and advantages and hope they say something that makes a prospect want to buy it.

But in needs-focused selling we do a totally different strategy.

1. We focus everything toward filling the needs people have.
2. We tell features and benefits but only to the extent they will fill needs people have admitted having.
3. We don't tell everything we know. We tell what people want to know.
4. We don't make the features and benefits our focus.

We make how we fill the customer's needs our focus.

Your demonstration can be anything that helps show what end-result benefits you can create for your client. It can be in the form of a proposal, an actual product demonstration, graphic description, pie charts, bar graphs, drawings or other methods of getting across the idea of how you can fill people's needs.

Remember the rules for using the AID,Inc.[®] system.

1. Find out where you are with people and begin at that point.
2. Always accomplish one step before going to another, and
3. Never jump to a step without accomplishing the previous one.

Keep in mind that your objective is to close the sale by doing the remaining steps of AID,Inc.[®] You may do this in one contact – if your prospect wants to move that quickly, or it may take more.

DEMONSTRATION ACTION GUIDES

Here are the Demonstration Action Guides.

1. Repeat the dominant wants or needs that have been admitted.
2. Show or tell how your product or service will fill their wants or needs.
3. Avoid talking about price. Make it secondary to finding out what best fills their needs.
4. Ask for their reactions, feelings or opinions.

DETERMINING DOMINANT BUYING MOTIVES

As you review the information from your interview, carefully ask yourself, "What are this person's, or organization's, dominant buying motives?"

A dominant buying motive is the major reason why someone will buy. It's their real reason for buying.

Here are the four main dominant buying motives:

1. Pride
2. Profit
3. Pleasure
4. Peace

Let's think about each of these.

1. *Pride*. Pride of ownership. To look good to others. To feel like a responsible person. To be a responsible parent, father, mother, etc. To live up to others' expectations. To gratify own ego or strengthen one's position or image.
2. *Profit*. To make money. To save money. To accumulate. To get the highest rate of return. To get the best deal. To be convinced of good investment.
3. *Pleasure*. To enjoy. To be entertained. To have a pleasurable relationship. To enjoy socially. To be your friend. To be liked by you. To be gratified.

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4. *Peace*. Peace of mind. To be relieved from fear. To feel secure. To prevent loss or reduce risk. To feel good about risks being managed. To know they've made the best decision.

Now, each person usually has a combination of dominant buying motives. And spouses or people within organizations have different ones when buying the same thing. So it's not always simple to understand their reasons for buying. But you should try to identify them.

It's logical that if you understand what motivates people to buy, you can more nearly sell them.

When you're talking to couples or committees, always try to determine who will have the strongest voice in a decision. Never make the mistake of selling to one person and not giving enough attention to the other's ideas and feelings.

Understanding dominant buying motives as well as anticipating who will play the main role in a decision are important as you prepare for your presentation or demonstration.

IDENTIFYING DOMINANT MOTIVES

Please take a moment and write dominant buying motives that relate to your products or services.

1. Pride
 - a. _____
 - b. _____
 - c. _____
 - d. _____
2. Profit
 - a. _____
 - b. _____
 - c. _____
 - d. _____
3. Pleasure
 - a. _____
 - b. _____

- c. _____
- d. _____

4. Peace

- a. _____
- b. _____
- c. _____
- d. _____

Simply put, these are two reasons why people buy things.

- 1. The reason they tell you or admit to having.
- 2. The real reason.

To analyze these, let's think of these ideas.

- 1. People buy for what the product or service will do for them, and
- 2. For how it will cause them to look to others.

So, putting these ideas together, please do a bit more analysis and learning. Take a moment and answer the following questions.

1. What will your products or services do for people?

- a. _____
- b. _____
- c. _____
- d. _____

2. How will you, your products or services, help people look good to others?

- a. _____
- b. _____
- c. _____
- d. _____

THE PURPOSE OF YOUR PRESENTATION

Here's a simple, but profound, principle to remember. The purpose of your presentation or Demonstration Step is *to show people how you can help them fill a need they've admitted having.*

Please stop, go back, and read this last sentence again.

Now, read it again. And this time underline the key words in it.

The purpose of your presentation is to show people how you can help them fill a need they've admitted having.

After underlining key words, please write down six things you learned from this simple sentence.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

So, why make a big deal about the above point? *Read carefully!* Most salespeople think the purpose of a sales presentation is to tell people about their product or services – what its features are.

Think about this difference.

Most salespeople, doing product-focused, stimulus-response selling, dominate the talking by telling people how great their company is and bore them to tears with product information. In other words, they tell them what their product or service *is* rather than what it will *do* for them.

Now, stop and read that again. The difference is huge. Knowing this and doing it will help you sell rings around other people.

In the next section, we'll get more into the concept of selling benefits rather than features.

For now, let's identify features as sales points of your products or services. An end-result benefit is how that feature will benefit a person.

Again, we'll get into this more in the next section on validation.

REPEATING YOUR PROSPECT'S DOMINANT WANTS OR NEEDS AND SETTING UP YOUR PRESENTATION

Now, let's go back and think through your presentation, or demonstration, and inject some helpful ideas that you can use throughout it.

Let's go back and review how you set up your presentation.

First, get comfortable with people and let them get comfortable with you. Depending on how sociable they are, or how "get down to business" they are, you should spend a little time asking conversational questions, like:

"How have you been?"

"How has business been?"

"How did Michael do with his Little League soccer game?" (or whatever you remember about one of their interests or activities)

Then, physically position yourself in the best selling environment. Position yourself along side them.

Sitting across a table or desk positions you in a seller/buyer role. Instead, get on the same side of the desk or table as they are so both of you are looking at the presentation together from the same direction. If you're demonstrating to more than one person, you may want to sit between them with one on your right and one on your left.

Do everything possible to physically make it a partnership positioning rather than an adversarial one.

Then, when in a comfortable position (away from distractions) introduce your presentation by:

1. Repeating the dominant wants or needs they admitted in your interview.
2. Summarizing the two or three main benefits they'll enjoy when they have your product or service.
3. Ask, "Did I understand your needs correctly?" (wait for response)
4. "What I have done is prepare a plan that will give you (mention the benefits they have admitted having)."
5. Ask, "Are these the objectives you want to reach?" Get agreement from them that these are their objectives.

EXPLAIN THE PLAN THAT WILL ANSWER THEIR WANTS OR NEEDS

After you have gained rapport and it's time to present your proposal, here are some miscellaneous suggestions that will help you have the greatest impact.

1. Don't get bogged down in technical details that bore or confuse people.
2. Talk mainly about the end-result benefits rather than the features of your products or services.
3. Get people involved. Get them holding things, turning pages, underlining key benefits, helping you.
4. Ask plenty of demonstration-response questions as you go through. Do only half the talking. Get them doing half the talking also.

At each major point, stop and ask for feedback:

“How important is that to you?”

“Would you want this feature?”

“Are you aware that we can accomplish this?”

“What do you think of this?”

“What questions do you have so far?”

As you explain a feature, stop and say, “What this means to you is . . . ”
Then clearly spell out the benefit.

PRESENTING THE PRICE

After you thoroughly explain the *benefits* of your plan, ask, “Do you have any questions?” If they have questions, answer them. If they don’t, go on to this very important question, “Will this give you the benefits you want?”

If they agree, then go to presenting the price.

“Let me then review the price.

“The price will be \$_____.”

As you mention the price, look directly into their eyes and then go to the dominant person’s eyes, if more than one person is present.

Say to yourself, silently, “This is a very good use of their money! They need this! I am giving them benefits they urgently need! I am giving them much more value than they’re paying for.”

If, when you tell what the price is, you totally believe that you’re creating strong value for them, you’ll say it with conviction. Your body language will automatically communicate your sincere conviction, and they’ll get the message you want them to have.

This sincere conviction of value on your part will do more to effect a positive close than any techniques or strategies you can do.

After telling what the price is, remain silent until you get a response. If they don’t respond in a moment, softly ask:

“What questions do you have about this?”

At this point, you have begun your trial-close. Let's stop the action and pick up again when we get into the Negotiation Step.

Then we will discuss what to do with different responses.

But, before getting to the Negotiation Step, we'll first think about the Validation Step. In it you'll learn about making the feature/benefit conversion.

IN SUMMARY

Remember the purpose of your demonstration or presentation.

The purpose of your presentation is to show how you can help people fill needs they admit having.

You see, most other salespeople they'll talk to will not have this customer-needs focus. Most other salespeople will try to sell them a product or service – they'll have a product focus rather than a customer-needs focus.

You're not there to sell products. You're there to fill needs people have. To give them end-result benefits. Your demonstration or presentation is designed to communicate end-result benefits to people.

HOW YOU'LL KNOW WHEN YOU'VE DONE THIS STEP

1. You have presented how you can fill the needs or wants people have admitted to having.
2. Your prospective client clearly understands your product or service.
3. You have stressed the benefits to them and tied them to the needs that were admitted.
4. You have asked demonstration-response questions to draw them out and understand what their response is.
5. You have received feedback from them.
6. You have understood and communicated to the dominant buying motives that each person has.

IMPORTANT THINGS TO REMEMBER ABOUT YOUR PRESENTATION

1. Carefully evaluate your prospective client's information.
2. Look behind the information they give you and attempt to understand their fears, feelings, and emotions.
3. Determine dominant buying motives and who will have the strongest impact on the final decision.
4. Prepare your presentation according to the guidelines in this section.
5. Set the stage for an effective presentation – put people at ease and get into a comfortable environment with no distractions.
6. Sit with people, not opposite them.
7. Begin with a review of the needs they admitted in the interview.
8. Focus on end-result benefits, not just product or service features.
9. Constantly ask demonstration-response questions as you mention the benefits.
10. Present the price only after you have built up a strong case of benefits – after you have clearly shown how benefits will outweigh the costs.

DEMONSTRATION SELF-EVALUATION SHEET

Please answer the following questions, after reading this part and before going to the next one.

1. What have you learned about demonstrating from this segment?

- a. _____

- b. _____

- c. _____

- d. _____

2. What are your strengths in this step?

- a. _____

- b. _____

- c. _____

- d. _____

3. What areas do you need to strengthen within yourself in this area?

- a. _____

- b. _____

- c. _____

- d. _____

4. Now, *before proceeding to the next chapter*, make an appointment to visit with your manager or with the program coordinator to discuss your responses written above.