

SALES TRAINING TUTOR GUIDE AND SYNOPSIS

Time	Item	Slide
11.45	<p>Benefits</p> <p>Ask them to call out the reasons for buying something (it can be anything, maybe even something they recently purchased.). Review with Slides 12&13.</p> <p>Then cover Features and Benefits slide 14.</p> <p>Then on a flip chart choose a product and ask them to call out the features and the associated benefits. A lap-top computer could be used as an example. Use the review slide 15.</p> <p>Use slide 16 to cover that features can come from the four areas. Then ask them the typical benefits of a company and review with slide 17, then repeat for benefits of a salesperson. Review with slide 18</p> <p>Discuss slide 19 that different people have different buying needs. Then give them exercise Ex04 Benefits. Leave slide 19 up for assistance. 15 minutes for exercise then get them to write key points on a flip chart and get them to present back to the group and review. The review takes about 20 minutes depending on delegate numbers. The key thing to look forward during the review is whether delegates have identified true benefits as per slide 19.</p> <p>Discuss the dangers in presenting everything to the customer (i.e. that many of the items may not be relevant) and therefore and the need to ask questions which is covered later.</p>	<p>12,13</p> <p>14</p> <p>15</p> <p>16</p> <p>18.</p> <p>19</p>