

PRODUCT PROMOTION



STANDARD ELABORATION



PRODUCT PROMOTION



Focus on your customer's needs



Forget about features, focus on the benefits



Use rule of three principle



Handle customer's objection

EXAMPLE



**MAKE A PRODUCT PRESENTATION
THAT TRANSLATES INTO A SALE!**

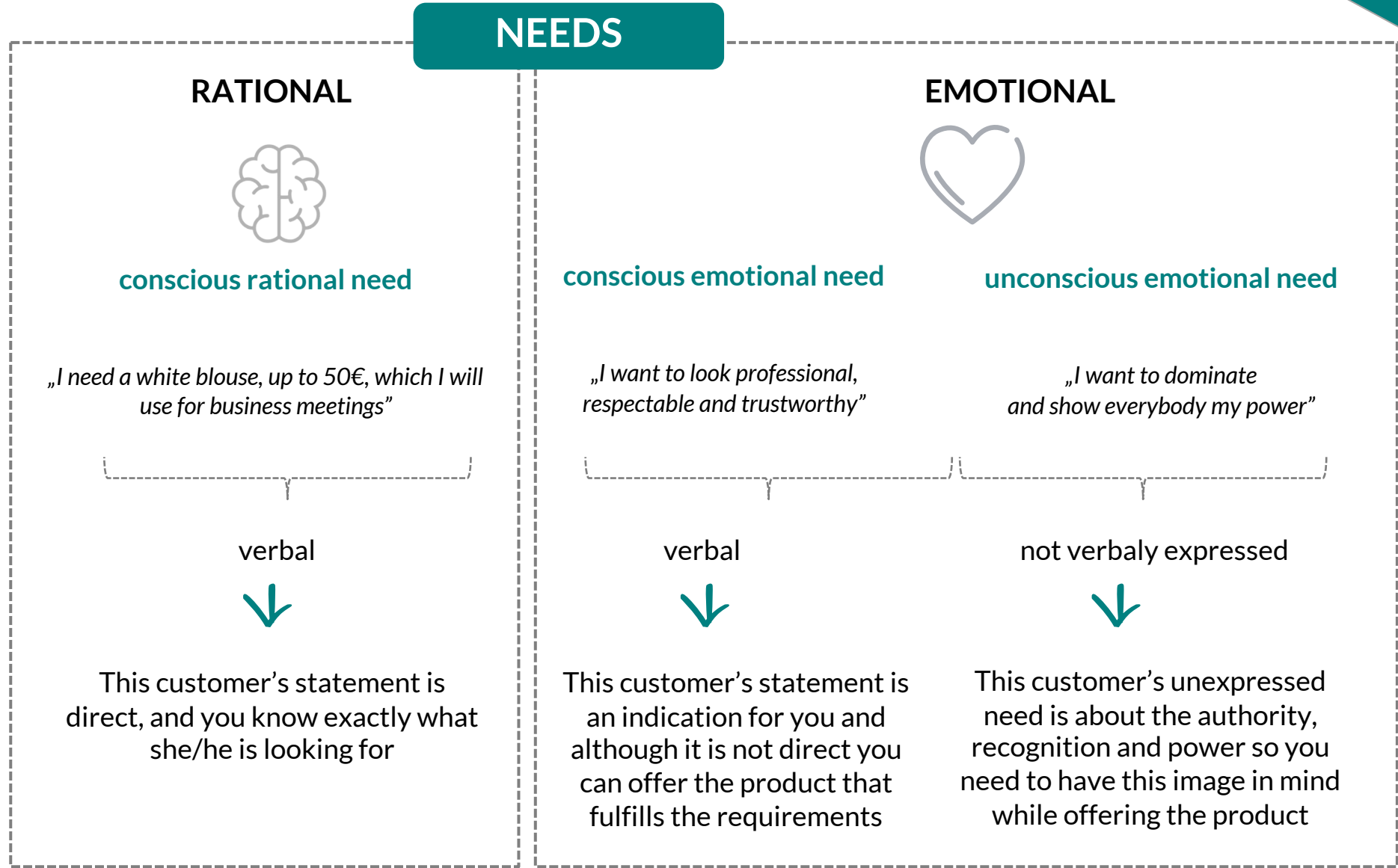
FOCUS ON CUSTOMER'S NEEDS

Use the information gathered during needs analysis!

Ask yourself questions:

“How does this product relate to the needs and interests of my customer?”

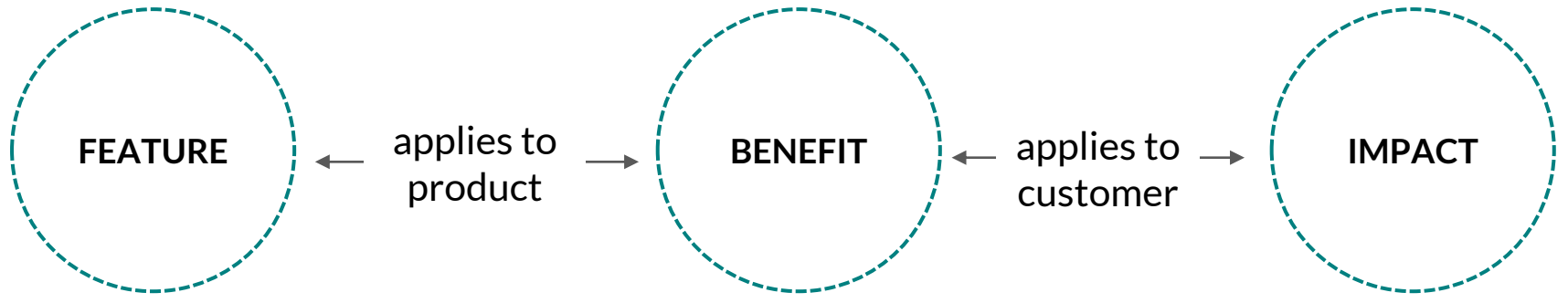
“Does it solve any of my customer pain points?”



FOCUS ON PRODUCT BENEFITS




**Sell the result,
not the
product!**

The advantage should be direct and personal, say what the customer will **experience**



Physical characteristic

Performance characteristic

PRODUCT	FEATURE	BENEFIT	IMPACT
	woolen	warm	<i>„your hands won't freeze outside“</i>
	linen	resistant to high temperatures	<i>„you will feel comfortable on a hot day“</i>
	high heel	makes you tall, slim	<i>„you will feel sexy at the party“</i>

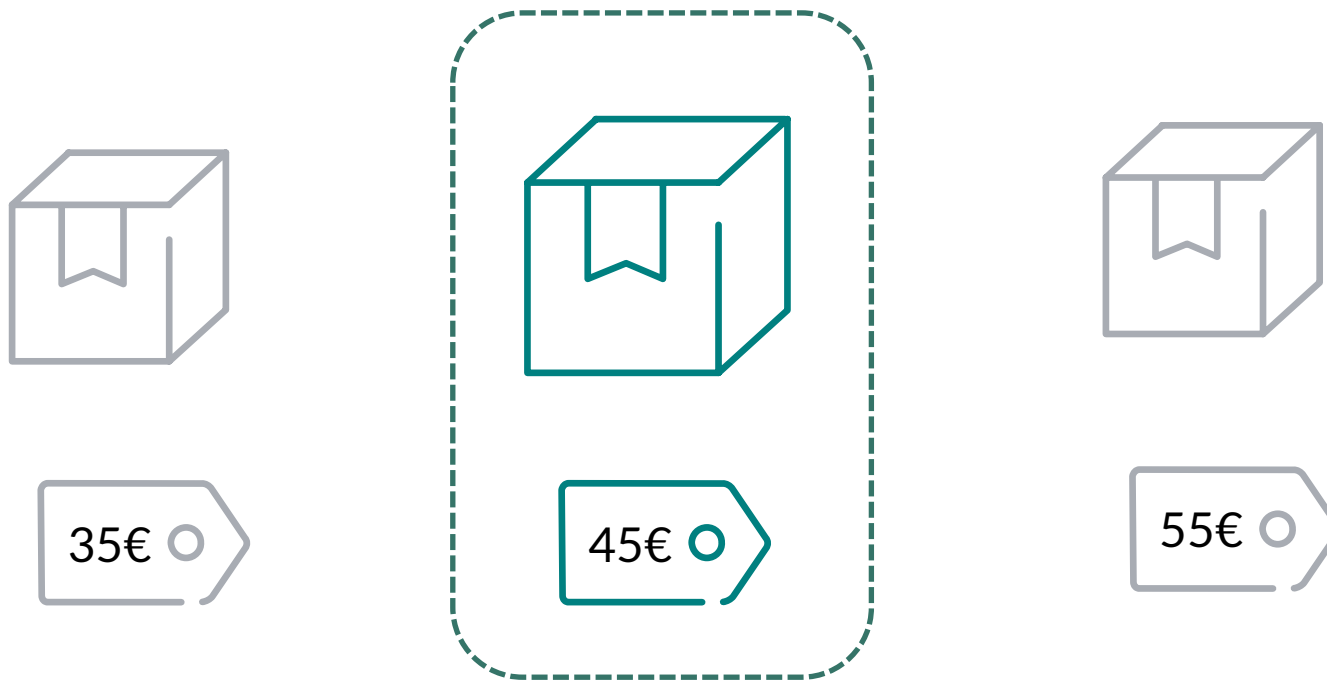
- This will allow you to ...*
- Thanks to this, you have ...*
- This will enable you ...*
- This will give you a guarantee ...*
- It will make it easier for you ...*



Increase your average basket size!

There are many studies that show that with three price tiers, people often go for the **average**

RULE OF THREE



By presenting 3 products at different prices, you will sell more of those for € 45, instead of the cheaper ones for € 35

**Be prepared,
listen actively,
demonstrate
understanding!**

Know your product inside out.
Listen carefully
Be emphatic.

Objections' examples:

- *It is too expensive*
- *This colour is too bright for me.....*
- *I have never had such a short skirt.....*
- *It looks cheap*
- *I don't need this*
- *It is too small.....*
- *It looks like the quality is not good enough....*
- *I need to show it to my husband...*



HANDLE CUSTOMERS' OBJECTIONS

ASK CLARIFYING QUESTIONS

Customer: *„It is too extravagant“*
You: *„Do you mean that the dress is too short, or you refer to this color?“*

BOOMERANG

Customer: *„Your prices are really high“*
You: *„You are right, they are high. We made a conscious decision to build quality into our products rather than scarifying it“*

RENAME THE OBJECTION TO POSITIVE ONE

Customer: *„It is very expensive“*
You: *„The price of this dress might seem high, however silk component makes it super valuable“*

EXPRESS POTENTIAL OBJECTION YOURSELF

„My clients are often concerned about the cut of that dress, but after they try it on, they see how slim they look“

CONVERT OBJECTION INTO A QUESTION

Customer: *„It looks cheap“*
You: *„As far as I understand, you would like to know why we used the vintage, worn out look in this collection, correct?“*

REFER TO OTHERS

Customer: *„I have never bought a dress like that“*
You: *„It is our bestseller. Yesterday I could see on TV that xx celebrity was wearing it during the show“*