**Chapter 3**

**Features vs benefits – p. 82**

Fill in the chart.

Choose whether it is a feature or a benefit of a product.

**Chapter 3- p 85**

**Demonstrating a product**

The more important and first step to do before demonstrating a functioning product is to make sure \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

|  |  |
| --- | --- |
| Product  | How you should demonstrate |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Chapter 3- p88-89**

**Determining Customer Price Considerations**

**What NOT to Ask a Customer**

|  |  |  |  |
| --- | --- | --- | --- |
|  | How much do you want to spend | Do you want \_\_\_\_ or \_\_\_\_? | Why you want\_\_\_\_\_?  |
| Why not?  |  |  |  |
| How does this make the customer feel?  |  |  |  |
| How should you ask?  |  |  |  |

**Chapter 3- p88-89**

**What not to ask a customer OR pricing preference clues**

Please circle whether the question is appropriate or inappropriate.

**Chapter 3 – p 90**

**Suggestive Selling Through Merchandising**

**Cross Selling/Complimentary Items**

**Chapter 3 – p 92-94**

**Add- on Services**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Service** | **Description** | **Example** | **Cost**  | **Overcomes Objection:**  **Price, Quality, or both**  |
| Warranty |  |  |  |  |
| Extended warranty |  |  |  |  |
| Layaway |  |  |  |  |
| Alteration |  |  |  |  |
| Delivery & Installation |  |  |  |  |
| Price Matching |  |  |  |  |
| Rebate |  |  |  |  |
| Return |  |  |  |  |
| Exchange |  |  |  |  |