

CFAS6.4 Undertake sales demonstrations



Overview

This unit is designed to enable sales team members to prepare for and provide creative, professional and inspiring demonstrations of their organisation's products or services to customers.

You need to have sufficient understanding of and competence in relation to the products or services and be able to demonstrate it, promote all the features and benefits, answer customer questions and deal with sales objections.

This unit demands that you should identify customer needs and interests for products and services and ensure that the demonstration meets customer needs effectively

You need to provide a professional demonstration of products or services and to take opportunities to progress the sale as a result.

This unit is for; Sales Executives

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Performance criteria

You must be able to:

- P1 identify and establish customer needs and interests in relation to the products or services offered by your organisation and set your objectives for the demonstration
- P2 agree with your customer the length and the content of the demonstration and who will be present
- P3 identify resources which are needed for the demonstration and plan the demonstration in a structured way, ensuring all necessary information is used to promote the features and benefits of your products or services
- P4 ensure that proposals accompanying the sales demonstrations are prepared prior to meeting the customers
- P5 anticipate problems, constraints or objections that could be raised in response to the demonstration and prepare possible responses to them
- P6 deliver the demonstration in a style and manner that achieves your objectives, is appropriate to your customer's needs and ensures their safety
- P7 confirm the objectives, content and method of demonstration to your customer and confirm they are satisfied that this will meet their needs
- P8 engage all members of the audience in the demonstration as much as possible
- P9 invite your audience to ask questions and seek clarification
- P10 take opportunities to progress the sale at the time of demonstration and identify early opportunities for up-selling and cross-selling
- P11 evaluate the demonstration and identify strengths and weaknesses, identifying areas of improvement for future demonstrations

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Knowledge and understanding

You need to know and understand:

- K1 ways to establish customer needs and interests
- K2 the purpose of providing demonstrations of products and services to customers
- K3 how to provide demonstrations of products and services in a manner and style which is suitable to different audiences
- K4 how to adapt a demonstration of products and services to meet different audiences
- K5 how to set objectives for demonstrations and ensure that they shape and drive the preparation and delivery
- K6 the range of resources that can be used to assist in the demonstration
- K7 how to identify opportunities to progress sales at the time of your demonstration
- K8 how to ensure health and safety requirements are met
- K9 how to prepare for a variety of customer responses
- K10 the potential barriers that can exist in a demonstration and how to overcome them
- K11 how to read buyer signals including verbal and non-verbal cues
- K12 the variety of questioning techniques that can be used to encourage and engage customers in the demonstration
- K13 how to use listening techniques effectively
- K14 how to optimise opportunities for up-selling and cross-selling

Industry/sector specific knowledge and understanding

- K15 legal, ethical and social responsibility requirements relating to a sales demonstration in your industry/sector
- K16 health and safety requirements of the industry/sector

Context specific knowledge and understanding

- K17 your organisation's sales strategy, plans and activity plans
- K18 sales targets for your own area of responsibility
- K19 resources available to support demonstrations
- K20 health and safety requirements and your responsibilities in your own area
- K21 who to go to in your organisation for additional help and support with technical and other issues
- K22 a detailed knowledge of the products and services of the organisation
- K23 the level of competence required for demonstrating products and services
- K24 potential problems that might arise during demonstrations and how they might be overcome

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Additional Information

Behaviours

1. you are sensitive to customer needs and wants in relation to the demonstration at all times
2. you assess the amount of time required to demonstrate products and services
3. you provide direction for the presentation
4. you are aware of potential barriers that might arise and identify how to overcome them
5. you are prepared to deal with problems
6. you are alert to the health and safety requirements relating to your demonstration
7. you adapt to the changing needs of your customer during the presentation
8. you demonstrate a thorough knowledge and understanding of your organisation's products or services
9. you are alert to verbal and non-verbal communication signals and respond to them appropriately
10. you engage with your audience at all times

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