
Overview

This standard is designed to enable sales team members to prepare for and provide creative, professional and inspiring demonstrations/presentations of their organisation's products and/or services to customers. You need to have sufficient understanding of and competence in relation to the products and/or services and be able to demonstrate it, promote value, answer customer questions and deal with sales objections. This unit demands that you should identify customer needs and interests for products and/or services and ensure that the demonstration/presentation meets customer needs effectively. You need to provide a professional demonstration/presentation of products and/or services and to take opportunities to progress the sale as a result. This standard is for sales professionals who undertake sales demonstrations and/or presentations.

**Performance
criteria**

- You must be able to:
- P1 identify and establish customer needs and interests in relation to the products and/or services offered by the organisation
 - P2 set realistic objectives for the demonstration and/or presentation
 - P3 agree the objectives, content and method of demonstration and/or presentation with the customer, and who will attend
 - P4 identify required resources and materials and plan the demonstration and/or presentation, to stress the value of the products and/or services being promoted
 - P5 assess the venue for the demonstration and/or presentation and consider how to make best use of its size, acoustics and layout
 - P6 prepare the demonstration and/or presentation, ensuring it contains relevant unique selling propositions and points of differentiation and is structured to achieve maximum impact
 - P7 ensure that proposals, or other promotional documentation or materials accompanying the demonstration and/or presentation, are prepared prior to meeting the customers
 - P8 anticipate problems, constraints or objections that could be raised and prepare possible responses to them
 - P9 deliver the demonstration and/or presentation in a style and manner that achieves its objectives, is appropriate to the customer's needs and ensures their safety
 - P10 engage all members of the audience in the demonstration and/or presentation
 - P11 invite the audience to ask questions and seek clarification, listen to their concerns and respond positively and effectively
 - P12 take opportunities to progress the sale at the time of demonstration and/or presentation and identify early opportunities for up-selling and cross-selling
 - P13 evaluate the demonstration and/or presentation and identify strengths, weaknesses, and areas of improvement for the future

Knowledge and understanding**You need to know and understand:**

- K1 legal, regulatory, ethical and social requirements relating to sales demonstrations and presentations in the industry/sector
- K2 ways to establish customer needs and interests
- K3 the purpose of providing demonstrations and presentations of products and/or services to customers
- K4 how to provide demonstrations and presentations of products and/or services in a manner and style which is suitable to different audiences
- K5 how to adapt a demonstration or presentation of products and/or services to meet different audiences
- K6 how to set objectives for demonstrations and presentations and ensure that they shape and drive the preparation and delivery
- K7 the range of resources and materials that can be used to assist in the demonstration or presentation
- K8 unique selling points and points of differentiation and how to stress them
- K9 how to identify opportunities to progress sales at the time of the demonstration
- K10 how to ensure health and safety requirements are met
- K11 how to prepare for a variety of customer responses
- K12 the potential barriers that can exist and how to overcome them
- K13 how to read buyer signals including verbal and non-verbal cues
- K14 the variety of questioning techniques that can be used to encourage and engage customers
- K15 how to use listening techniques effectively
- K16 how to optimise opportunities for up-selling and cross-selling

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