

## Overview

This standard is about delivering sales demonstrations or presentations. It is designed to enable sales team members to prepare for and provide demonstrations or presentations of their organisation's products and services to customers. You need to have knowledge, understanding and competence about the products and services and be able to answer customer questions and deal with sales objections. You should identify the customers' needs and ensure that the demonstrations or presentations show how the products and services meet these needs and the value of investing in said products to the customers' business. You need to provide a professional demonstration or presentation of products and services and to take opportunities to progress the sale. Sales demonstrations and presentations may be delivered in person or online. This standard is for anyone who delivers sales demonstrations or presentations.

## Performance criteria

### *You must be able to:*

1. establish how your products and services meet the customers' needs
2. agree the objectives, content and method of demonstration or presentation with the customers
3. identify required resources and materials for the demonstration or presentation to illustrate the value of products and services you are proposing
4. assess the physical and online environment to be used for the demonstration or presentation
5. prepare the demonstration or presentation, ensuring it contains relevant details and points of differentiation, with reference to the roles of the people from the customers who will attend
6. ensure that proposals, other documentation or materials for the demonstration or presentation are prepared prior to meeting the customers at the venue or online
7. anticipate any problems, constraints or objections that could be raised and prepare possible responses to them
8. deliver the demonstration and presentation in line with its objectives and customers' needs
9. engage with the audience during the demonstration or presentation
10. invite the audience for questions and answers, respond to queries and concerns
11. take opportunities to progress the sale at the time of demonstration or presentation
12. identify early opportunities for up-selling, cross-selling and selling add-ons
13. evaluate performance of demonstration or presentation and identify any strengths, and areas of improvement

## Knowledge and understanding

### *You need to know and understand:*

1. the current legal, regulatory, ethical and social requirements in relation sales demonstrations and presentations
2. how to establish customers' needs and interests
3. the purposes of demonstrations or presentations of products and services
4. the products' and services' unique selling points and points of differentiation
5. how to set objectives for demonstrations and presentations
6. how to deliver demonstrations or presentations of products and services physically or online
7. how to adapt a demonstration or presentation of products and services to meet the needs of different audiences
8. the range of resources and materials to assist in the demonstration or presentation face-to-face and online
9. how to identify opportunities to progress sales at the time or after the demonstration or presentation
10. how to ensure health and safety requirements are met during the demonstration or presentation
11. how to prepare for the questions and answers session
12. the potential problems, constraints or objectives and how to address these
13. the variety of questioning and listening techniques to engage with customers
14. how to optimise opportunities for up-selling, cross-selling and selling add-ons
15. how to evaluate the performance of sales demonstrations and presentations

Deliver sales demonstrations or presentations

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**Originating Organisation** Instructus

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**Relevant Occupations** Business Sales Executives, Marketing and Sales Managers, Sales Accounts and Business Development Managers, Sales Related Occupations, Telephone Salespersons

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**Suite** Sales

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**Keywords** Deliver professional demonstrations; deliver professional presentations; sales objections; identify customer needs; meet customer needs; set objectives; identify required resources; unique selling propositions; engage audience; identify sales opportunities

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