

---

# Put More “Sell” Into Your “Show And Tell” Sessions

by BILL BROOKS

One of the most critical points in a sales situation is when you actually show your product or describe your service to your prospect. The way you pass through the actual application stage of a sales situation can either make or break your sale. Today, the best advice in terms of this point of the sale is to trade the word “demonstrate” for the word “apply.” Here is the best way to apply your product or service to the wants, needs or problems of your prospects.

**W**hen you are to the application point of your sales presentation, you need to choose the most appropriate product or service that will fulfill exactly what your prospect needs or wants. Many salespeople become too eager and sometimes fail to fully understand what their prospect truly needs or wants. You, as a salesperson, need to take full stock of what your prospect is looking for because if you show the prospect the incorrect product or service, you are going to lose the sale. A prospect that is shown the incorrect product or service knows that the salesperson has failed to pay full attention to what he or she has said, and that prospect will walk away. Typically, you will get only one shot at a sale, and if you blow it, your

chances of getting in front of that prospect again are slim to none.

---

## Meeting the Customer’s Needs

---

The next tip involving the application step of the sale is to tailor your presentation to your prospect’s needs and wants. Your presentation must focus on the prospect and not on yourself, your company or your product. Your prospect will give you valuable information about what he or she truly wants. All you have to do is listen. If you are too busy pointing out the benefits of doing business with a great person such as yourself, or with a company as wealthy as yours, you will fail to listen to what your prospect needs and wants. By focusing your presentation on the prospect and his or her needs and wants, you will make that prospect feel important, as well as learn which of your products or services will best serve that prospect.

Another excellent tip that you can use during the apply stage of the sale is to become intimately familiar with every product or service that you have to offer. If you stumble when your prospect asks you a

***Many salespeople become too eager and sometimes fail to fully understand what their prospect truly needs or wants.***

***...become intimately familiar  
with every product or service  
that you have to offer.***

question, you will definitely look unprofessional as well as ill-versed about your product or service. Any prospect who assumes that you as a salesperson possess inadequate knowledge about your product or service will not buy from you. I can promise you that!

Another reason why you need to know everything about your products or services is that you will be better able to present your prospect with the product or service that best fulfills his or her needs and wants. Again, if you show the incorrect product or service to your prospect, you will lose your credibility, as well as any chance you have of making the sale.

---

### **Involving the Prospect**

---

When presenting your product or service to your prospect, you need to remember to involve that prospect from the very beginning. If you fail to make the apply step a give-and-take process, involving obtaining candid feedback from your prospect, then your prospect will feel left out and insignificant. You need to ask your prospect for reactions as you present your product or service in order to ensure both yourself and your prospect that what you are presenting is appropriate and correct. Deal with any objections in an appropriate



#### **ABOUT THE AUTHOR:**

*Bill Brooks is CEO of The Brooks Group, an international sales training and business growth firm based in Greensboro, North Carolina. For more information visit [www.thebrooksgroup.com](http://www.thebrooksgroup.com). If readers would like to receive The Brooks Group's free e-mail monthly Sales or Sales Management newsletter, e-mail [Barbara@thebrooksgroup.com](mailto:Barbara@thebrooksgroup.com) or call The Brooks Group at (336) 282-6303.*

manner, without losing your cool. Simply remember to involve your prospect from the very beginning.

The apply point in a sales situation can either make or break the sale. Key points to remember are:

- Always ask enough questions to be able to show the appropriate product or service.
- Never show the wrong product or service to your prospect.
- Know everything about your product line.
- Involve your prospect from the very beginning.

If you keep all of these tips in mind and focus on the prospect's wants and needs, then you will surely do a fine job of selling the prospect exactly what he or she wants. And if you give your prospect exactly what he or she wants, then you will get exactly what you want — the sale!