**Research Paper 3: Preparing for a Sales Dialogue Template**

Objective: Students gain experience in selecting benefits that relate to the buyer’s key motives, and they learn how to support benefit claims with information and sales support materials. Note that this exercise utilizes the Sales Dialogue and Presentation Planning Template as shown in Exhibit 6.4 and discussed on page 139 in your text book.

Select a real product or service to be sold to a real prospect. This product can be anything you’d like and know something about. You can either sell your product/service to an individual consumer, or to a business. Example:

* + Organic Candles to a boutique novelty store
  + Car (BMW, Mini, Mercedes) to a consumer
  + Rolex watch to a consumer
  + Clothing line to a retail outlet
  + Food product (cookies, brownies, cupcakes) at a Farmer’s Market
  + Skin care line to a spa
  + Food truck idea to an investor
  + Art work to a gallery
  + Wedding consulting to a bride and groom

1. **Describe in detail the product/service you are selling** 
   1. What can you tell us about this product/service?
   2. What are the specifications of the product/service?
   3. What features does it have?
   4. How does it work?
   5. How much does it cost?
2. **Describe in detail who are you selling your product/service to?**
   1. Individual consumer
   2. Corporation details (location, number of employees, type of corporation)
   3. Retail outlet (type of store, location, target market)
3. **Customer Value Proposition: Write a brief statement of how you will add value to the prospect’s (individual or business) by meeting a need or providing an opportunity by answering questions below.** 
   1. Explain the primary business reasons that customers would use your offering
      1. Ex: revenue generation, cost savings, customer retention, building market share, productivity gains, profitability, legal and safety compliance, ROI
   2. Choose the key three benefit(s) likely to be most important to the specific customer who is the audience for this presentation.
   3. Make the value proposition as specific as possible on tangible outcomes.
      1. Remember: A value proposition tells prospects why they should do business with you rather than your competitors and makes the benefits of your products or services crystal clear from the outset.

*Uber is the smartest way to get around. One tap and a car comes directly to you. Your driver knows directly where to go and your payment is completely cashless.*

1. **Linking Buying Motives to Benefits and Reinforcing Benefits: This section will address the buying motives of you customer who will be involved in the sales call.**
   1. Complete the following Sales Dialogue Template section.

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| --- | --- | --- | --- |
| 6 Buying Motives: what is most important to the prospect in making a purchase decision  Rational motives (3)  Emotional motives (3) | Specific Benefits Matched to Buying Motives: Benefits to be stressed are arranged in priority order | Information needed to support claims for each benefit | Where appropriate, methods for reinforcing verbal content (sales aids, visual & Electronic materials, testimonials, supporting claims |
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