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Chapter 6

CREATING PRODUCT SOLUTIONS

EXTENDED PRESENTATION OUTLINE

Salespeople serve as ambassadors for their company, providing what is often the only direct source of information the prospect has about the company. Information about the company can be a strong appeal during the sales presentation, particularly when products are very similar. Being fully acquainted with their product is also necessary for a successful sales plan. Well-informed salespeople also have adequate knowledge of the competition.

As part of the Reality Selling Today Video Series, this chapter features Amy Vandaveer from the *Texas Monthly* magazine, selling advertising and sales promotion.

I. Developing a Product Solution That Adds Value

Product strategy is a well-conceived plan that emphasizes becoming a product expert, selling specific benefits, and configuring value-added solutions.

- A. A **solution** is a mutually shared answer to a recognized customer problem.
 - 1. A solution is often more encompassing than a specific product.

Selling Today Solution Manual

JG Myers



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