

Product Demos Use 5 Components

As you read the components of effective product demonstration, you'll probably discover that you're already including some of them in your demonstration.

The Components are:

1. An attention getting opening
2. Painting word pictures
3. Translating features to benefits
4. Involving the guests
5. Inviting action

1. Attention-getting opening

An attention-getting opening sets the stage and gives the customer a reason to listen.

An attention-getting opening:

- Poses a problem that can be solved with a Tupperware product, or
- Asks a question or makes a statement that others readily relate to.

For Example:

"Did you ever shake orange juice at 7am in the morning and get a sticky orange juice shower?"

or

"The beautiful weather makes us think of fun in the sun. Whether it's a backyard picnic, a trip to the beach or that Fourth of July family get-together. Tupperware products make it easy to prepare the food for those occasions."

2. Painting Word Pictures

Customers tend to buy products if they can see the benefits and picture themselves enjoying those benefits.

By using words like "Visualize, Imagine, or Picture", you can help customers see those important benefits.

For example:

Imagine how excited the poor soul who washes your dishes in your family will feel when clean-up after a taco dinner involves only one container instead of a sink full of bowls."

3. Translating Features into Benefits

A feature is a characteristic of a product, such as it's color, size, shape, cost, etc.

For example:

"The serving center has six 2 Cup, outside sections."

A benefit tells what the feature will do for the customer. For example:

"Because of the six sections, it's ideal for serving a variety of foods at one time."

3.

It is important for you to translate features of the products into benefits. It's only when the benefits are apparent and they outweigh the costs that customers buy products. For example: *The serving center set has six sections making it perfect for serving a variety of foods at one time, such as toppings for a salad bar, ice cream sundaes, tacos or baked potato toppings.*

4. Involving the Guest

You'll hold guest's interest longer if you involve them in the demonstration by:

- Addressing a question to the group or an individual. For example: *"How would you use the serving center set?"* or *"Cheryl, with your young children, how do you think you would use this Serving Center Set?"*
- Asking a general question for the purpose of getting agreement. For example: *"How many of you like to eat in a restaurant where there's a salad bar?"*

With your young children, Cheryl, couldn't you imagine using the Serving Center Set as an 'ice cream sundae bar'?"

5. Inviting Action

Inviting action, or closing the sale, helps customers go from "maybe" decisions to "yes" decisions.

You can invite action by pointing out where the product is in the catalog and then pausing so customers can circle the item or write it on their order form.

For example: *"Whether you use the Serving Center set for a salad bar, taco toppings or your favorite fresh fruits and dip, you'll appreciate its versatility. You'll find it on page _____."*

Note: A Customer often makes a final decision when you are helping one-on-one after the demonstration. At that time, you'll want to answer questions, help make product decisions, and encourage the sales of related products.

5.