

What is the fastest and most effective method for increasing your product knowledge?

Have you ever wondered how you can sell value added products and services without confusing the customer or putting pressure on them? You will find the answer in this lesson.

Sell value added! That's all I hear! What do they mean "value added" and how do I sell it? How am I supposed to learn everything about the products I sell when there is so much confusing information that I have to muddle through?

The answer - points of difference. To increase your product knowledge compare points of difference in the products. Each point of difference can be viewed as positive or negative depending on what your customer is looking for. Each point will change the price and the value of the product.

Considering the number of line items it takes to maintain a competitive inventory, gaining sufficient product knowledge is a long, slow process. With new products and programs being introduced continuously and old ones being changed or discontinued, it becomes a real challenge to stay on top of the necessary information.

The secret of gaining product knowledge is to compare points of difference. What is the difference between the new and the old? What is the difference between your product and a competitor's product? Each point of difference will change the price and the value of the product.

As a professional sales person you must be able to sell value added products. What kind of defini-

tion would you come up with when you are asked the meaning of "Value Added Selling"?

The best answer is to know the points of difference and sell your differences as a benefit.

A sales person who can answer objections with good solid facts and product information will out perform the person who "wings it" every time.

To gain the respect of your customers and earn their business, product knowledge should be a daily activity.

To increase product knowledge continually ask questions that help customers make the right choices. Read the trade journals and clip articles that contain helpful information for your customers.

Take some scissors and glue, buy a notebook and build an inventory of information. Cut and paste your own point of sale material.

All product knowledge has to be translated into customer benefits if it is to be of value to the customer. When selling, it does little good to focus on the features of the products or services offered.

It makes little difference how long your company has been in business, how large your facility is, or how many employees you have unless it can be used to solve your customer's problems.