



Training Exercises & Activities

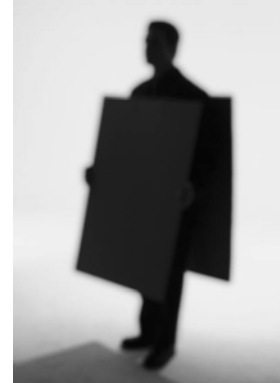
Sales Training

SUBJECT:

PRESENTING YOUR MENU

MATERIALS REQUIRED:

**(1X) COPY OF THE FOLLOWING EXERCISE
FOR EACH INDIVIDUAL**



PREPARATION:

Print or Photocopy an appropriate number of Exercise sheets for each participant.

ACTIVITY

Customers often say that they want the details of the offer, but that does not mean that they really want the technical specifications, limitations or graphic descriptions. How often do sales professionals provide very precise descriptions of a product or process and neglect to describe the purpose, the advantages, the pleasure, the confidence or the customer need that is being satisfied.

Restaurants describe succulent dishes with a hint of flavor, tangy or zesty sauce, and the size of the portions. The following Menu contains several common meal selections. Read the accurate Dictionary definitions of the menu item on the left and come up with your own 'customer friendly' description on the right.

INSTRUCTIONS:

This exercise is for individual study or conducted in teams for group activity.

After updating the Menu descriptions, share the results with the other individuals or teams. Award points for creativity. Then do the same exercise with the features of your own company product or service. Define the feature and then create a customer friendly description for it (value).

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What is on the Menu?

Read the Dictionary Definition on the left. It is accurate, but is it what you want to eat? Then come up with your own 'customer friendly' description on the right. How would you like to present the Menu?

| Actual Definition | Description for Customer |
|---|--------------------------|
| A cold dish of chopped vegetables, fruit, meat, fish, eggs, or other food, usually prepared with a dressing, such as mayonnaise. | <hr/> <hr/> <hr/> |
| Cold cooked rice dressed with vinegar that is shaped into bite-sized pieces and topped with raw or cooked fish, or formed into a roll with fish, egg, or vegetables and wrapped in seaweed. | <hr/> <hr/> <hr/> |
| An edible snail, especially one prepared as an appetizer or entrée. | <hr/> <hr/> <hr/> |
| A calf raised to be slaughtered for food. | <hr/> <hr/> <hr/> |
| Pasta in long, often thick strands, with finely chopped and seasoned meat, especially pork, usually stuffed into a prepared animal intestine or other casing and cooked or cured. | <hr/> <hr/> <hr/> |
| An aromatic, slightly bitter beverage made by steeping tea leaves in boiling water. | <hr/> <hr/> <hr/> |

Executive Blueprints

What is on the Menu?

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| Actual Definition | Description for Customer |
|---|--------------------------|
| The usually tapering, elongate, fleshy orange root of this plant, eaten as a vegetable. | <hr/> <hr/> <hr/> |
| A Korean dish made of vegetables, such as cabbage or radishes, that are salted, seasoned, and stored in sealed containers to undergo lactic acid fermentation. | <hr/> <hr/> <hr/> |
| The warm, semi-liquid, oval, thin-shelled reproductive body of a bird, especially that of a hen, used as food | <hr/> <hr/> <hr/> |
| A sausagelike preparation made with minced meat or various other ingredients stuffed into a bag or skin and boiled. | <hr/> <hr/> <hr/> |
| A sweet baked food made of flour, liquid, eggs, and other ingredients, such as raising agents and flavorings. | <hr/> <hr/> <hr/> |
| A clear, colorless, odorless, and tasteless liquid, and the most widely used of all solvents. Freezing point 0°C (32°F); boiling point 100°C (212°F); specific gravity (4°C) 1.0000; weight per gallon (15°C) 8.338 pounds (3.782 kilograms). | <hr/> <hr/> <hr/> |

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Create Your Own Menu

Identify some of the most relevant and distinguishing features of your products or services. Identify the topics that you have the most knowledge and ability to demonstrate. Which features are most important and valuable to your customers? These features vary significantly by customer or sales representative.

| Define the Feature | Describe it to your Customer |
|--------------------|------------------------------|
| | <hr/> <hr/> <hr/> |
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Some of the most successful Sales and Marketing techniques follow one simple formula. For each of the descriptions of the products or services on Your Menu, remember to provide the following:

- Feature “Something special or unique”
- Advantage “Why it is better than the alternatives”
- Benefit “How it meets the customer needs”

Review your descriptions to make sure that you have provided Feature, Advantage and Benefit for each one. Practice adjusting the Advantage and Benefits statements to different customer requirements and environments.

For example –

| | | | |
|-----------|----------------|----------------------|----------------------|
| Feature | Robust Design | >> Robust Design | >> Robust Design |
| Advantage | Fewer Failures | >> More Reliable | >> Peace of Mind |
| Benefit | Fewer Repairs | >> Less Interruption | >> More Productivity |

In this example, interruptions due to failures may result in cost to customer over several years, especially if the customer may eventually pay for repairs out of pocket or retire the product prematurely. The interruptions may also temporarily disrupt productivity or performance, limiting billable hours or ability to generate income. The benefits may be financial or customer satisfaction measurements that can be demonstrated before the sale, and confirmed after the sale to strengthen the relationship.

Good sales professionals memorize the features.

Better sales professionals investigate the advantages.

The best sales professionals listen to their customers and identify the benefits.

Menu Items

| | |
|---------------------|----------------|
| Salad | Carrots |
| Sushi | Kimchee |
| Escargot | Eggs Over-easy |
| Veal | Pudding |
| Spaghetti & Sausage | Cake |
| Tea | Water |



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