

# Chapter 14 Presenting the Product

## Discovery Project Worksheet

**Directions** The goal of a sales presentation is to match customer needs to the features and benefits of a product. Choose a product or service you would like to sell and where you will sell it. Use this organizer to take notes that can help you prepare a sales presentation for that product or service.

**1. Display and Handle the Product**

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**2. Demonstrate the Product**

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**3. Explain Product Features Benefits**

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**4. Involve the Customer**

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