
Chapter 14 Presenting the Product

Section 14.1 Product Presentation

Section Outline with Content and Academic Vocabulary

Section Outline

Organizing the Product Presentation

Show and Tell

Which Products Do You Show?

What Price Range Should You Offer?

How Many Products Should You Show?

What Do You Say?

Plan the Presentation

Presenting and Demonstrating the Product

Using Displays and Sales Aids

Involving the Customer

Holding the Customer's Attention

Content Vocabulary

layman's terms Words that the average customer can understand. (p. 322)

Academic Vocabulary

collate To assemble in proper sequence. (p. 323)

swatch A sample piece of fabric. (p. 323)