

Section Answer Keys

Chapter 14 Presenting the Product

Section 14.1 Product Presentation

Review Key Concepts

1. Show the medium-priced item so you can go up in price or down in price once you get feedback from the customer.
2. After giving a basic demonstration, have the customer use the product. Give directions and have the customer follow them so they can see and feel how the product operates.
3. To sell fresh bread and pastries to a restaurant, you must have the customer taste the products.

Practice Academics

English Language Arts

4. Plans will vary depending on the product. However, all plans must include: at least one product feature, what they would say, how they would demonstrate that feature, what sales aids they would use, how they would use them, and how they would involve the customer. They also should incorporate sample dialogue when appropriate.

Mathematics

5. The answer is \$82.50 ($15 \div 3 \times \$16.50 = \82.50).