



## PRODUCT PRESENTATION TIPS

1. Practice... Practice... Practice!
2. Consistency is the Key.
3. Present the Same Way Every Time.
4. Start / Stop in Same Spot.
5. Tailor Presentation to Previously Uncovered Needs.
6. Give Feature AND Benefit... Always Answer the “So What” Question.
7. Use Hand Sample and Corner Cut.
  - When covering frame, move to corner cut to discuss details, then back to sample.
  - When covering glass and screen, move to corner cut to discuss details, then back to sample.
8. Be Different.