Chapter Objectives
After reading this chapter, you should be able to:

• Describe the goal of product presentation
• List four techniques that create a lively and effective product presentation
• Distinguish objections from excuses
• Explain the five buying decisions on which common objections are based
• Demonstrate the general four-step method for handling customer objections
• List seven specific methods of handling objections and note when each should be used

EXPLORE THE PHOTO

Market Talk  Selling a product such as a quality camera relies on both product features and emotional aspects of decision making. A salesperson must be able to relate to the customer on all these levels in order to close the sale.

Quick Think  How can the previous sales step, determining needs, help a salesperson do a better job at selling a camera?
**DECA Events** These acronyms represent DECA competitive events that involve concepts in this chapter:

<table>
<thead>
<tr>
<th>AAM</th>
<th>FMAL</th>
<th>RFSM</th>
<th>TMDM</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASM</td>
<td>FMML</td>
<td>RMS</td>
<td>QSRM</td>
</tr>
<tr>
<td>BMDM</td>
<td>HLM</td>
<td>SEM</td>
<td>SMDM</td>
</tr>
</tbody>
</table>

**Performance Indicators** The performance indicators represent key skills and knowledge. Relating them to the concepts explained in this chapter is your key to success in DECA competitive events. Keep this in mind as you read, and write notes when you find material that helps you master a key skill. In these DECA competitive events, you should follow these performance indicators:

- Recommend specific product
- Convert customer/client objections into selling points
- Describe the use of technology in the selling function

Some events include these performance indicators:

<table>
<thead>
<tr>
<th>ASM</th>
<th>Suggest needed parts/service as determined by testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMDM</td>
<td>Describe the nature of customer support for online sales</td>
</tr>
<tr>
<td>FMAL</td>
<td>Recommend quantities and cuts of meat to customers</td>
</tr>
<tr>
<td>FMDM</td>
<td>Make financial recommendations to meet client’s needs</td>
</tr>
<tr>
<td>FMDM</td>
<td>Recommend a financial plan to clients</td>
</tr>
<tr>
<td>FMML</td>
<td>Identify produce for customers</td>
</tr>
<tr>
<td>HLM</td>
<td>Recommend hospitality services</td>
</tr>
<tr>
<td>HMDM</td>
<td>Conduct walk-through for on-site tour</td>
</tr>
<tr>
<td>QSRM</td>
<td>Identify ingredients of menu items</td>
</tr>
<tr>
<td>RFSM</td>
<td>Serve food and beverages to customers</td>
</tr>
<tr>
<td>TMDM</td>
<td>Recommend travel and tourism services</td>
</tr>
<tr>
<td>TSE</td>
<td>Create a presentation software package to support sales presentation</td>
</tr>
</tbody>
</table>

**DECA PREP**

**ROLE PLAY** Check your understanding of DECA performance indicators with the DECA activity in this chapter’s review. For more information and DECA Prep practice, go to the Marketing Essentials OLC through glencoe.com.
Organizing the Product Presentation

Selling is, in many ways, like putting together a jigsaw puzzle. When you do a puzzle, you analyze the various parts by shape and size. You select the straight-edged pieces to use for the frame. When you sell, you analyze your customer’s needs and buying motives. Then you use that information to begin developing the parameters of your product presentation.
Show and Tell

Your first decision in the product presentation step of the sale is what product or products to show your customer. Then you must think about what you are going to say and how you are going to say it. This is the step of the sale where you have the opportunity to share your expertise with the customer. The preparation that you have put into learning about the product or products you sell and how to communicate their selling points will assist you now. In this step, you have the opportunity to match the product features to the customer’s needs in consultative selling.

Which Products Do You Show?

After you have learned the customer’s intended use of a product, you should be able to select a few samples that match those needs. (See Figure 14.1 on page 296.) For example, you may select a technically advanced camera for a customer who wants a camera for professional use. Novice customers might want a fully automatic camera.

What Price Range Should You Offer?

When you do not know the customer’s price range and your knowledge of the intended use is insufficient to determine a price range, begin by showing a medium-priced product. You can move up or down in price once you begin to get the customer’s feedback.

It is not a good idea to introduce price early on in the product presentation unless it is a major selling point because you need time to show your clients/customers how valuable your product is to them. You know yourself that if it is something you really need and want, price becomes less of a factor in a purchase decision.

How Many Products Should You Show?

To avoid overwhelming your customer, show no more than three products at a time. It is difficult for most people to remember all the features of more than three items during a sales presentation. When a customer wants to see more than three items, put away the displayed products in which the customer shows no interest.

Going Green

Scientists say it will take everyone on earth to save our planet from the effects of global warming, overpopulation, and too much waste. Businesses around the globe are developing and creating products that are eco-friendly. Companies such as Cargo Cosmetics and Care by Stella McCartney are presenting products in biodegradable containers. Instead of traditional plastic tubes that may never decompose, these new packaging materials are corn based. Plus, corn is a renewable resource. It takes about 100 days to grow versus 100 million years to renew the petroleum used in plastic.

Beautiful Results

Cargo’s new Botanical Lipstick takes the “going green” one step further. The box is made from an eco-friendly flower paper. When planted, it will sprout wildflowers. Inside these uniquely packaged products are organic ingredients. Care by Stella McCartney develops products that are all free of petrochemicals, silicones, chemical preservatives, and endangered plant species. None of the ingredients have been genetically modified or contain animal products. In addition, the company does no animal testing. Such products are gentle on the skin as well as on the planet.

What other types of products might benefit from eco-friendly packaging? How would you present these products to customers?

Go to the Marketing Essentials OLC through glencoe.com to find a project on eco-friendly products.
Tips for Effective Product Presentation

**DISPLAY AND HANDLE THE PRODUCT**

Thinking of how the product will appear to a customer is important. For instance, if you are selling jewelry, an attractive display case will add to the product’s appeal. Pick up the jewelry, perhaps showing how it appears in different lighting. Show the customer any special features of the product. When you handle a product, always demonstrate respect for what you are selling.

**DEMONSTRATE**

Show the customer how the product works. If it is a necklace, demonstrate how the clasp works. If you are selling a product with complicated parts or instructions, using sales aids, such as audiovisual presentations or brochures, helps.

**INVOLVE THE CUSTOMER**

If possible, let the customer try the product. In makeup sales, salespeople often give away free samples. In car sales, salespeople let the potential buyer drive the car. This allows the customer to experience the product and base the purchasing decision on that experience.

What are some other suggestions for product presentation?

- Matchmaking: The goal of a sales presentation is to match customer needs to the features and benefits of a product. Once you’ve learned something about your customer’s interests and have selected products you believe will interest that customer, you’re ready for the presentation. While no advice can guarantee success, the following tips will help to ensure that the process goes smoothly.

Go to the *Marketing Essentials OLC* through [glencoe.com](http://glencoe.com) to find a project on product presentation.
What Do You Say?

In this step of the sales process, talk about the product’s features and benefits. Tell your customer the product features that match his or her buying motives and needs. Use highly descriptive adjectives and active verbs when describing product features. Avoid unclear words, such as nice, pretty, and fine.

Avoid slang and double meanings. For example, when selling an expensive suit to a corporate executive, you might not say, “You look cool in that suit.”

When selling industrial products, you might use the appropriate jargon to communicate with industrial buyers at their level of expertise. When selling products to retail customers, you should use layman’s terms. Layman’s terms are words the average customer can understand.

Make the Presentation Come Alive

Planning is necessary for an effective product presentation to a customer. Consider how you will display and handle the merchandise. What will you do to demonstrate the product’s selling points? What sales aids will enhance your presentation? Finally, how will you involve the customer?
**Displaying and Handling the Product**

Creatively displaying the product is the first step in an eye-catching presentation. Some products, of course, lend themselves more naturally to visual display. Others will challenge your creativity. Diamond rings, for example, look great on a black velvet display pad. An attractive display of vacuum cleaners, on the other hand, takes more creative planning.

The way you physically handle a product presents an image of its quality. Handle it with respect and use hand gestures to show the significance of certain features.

**Demonstrating the Product**

Demonstrating the product in use helps to build customer confidence. This is especially true if you are showing an item that requires manipulation or operation, such as a television, camera, or a computer. To demonstrate the features of a copier, you may show how it can enlarge or reduce a document, as well as organize and staple multiple copies.

To prove selling points or claims made by the manufacturer, you may need to demonstrate a product in a more dramatic way. To prove that a paper towel absorbs water, you can use it to clean up spills. At Saturn car dealerships, salespeople jump up and down on a car door that has been removed to show high durability and dent-proof construction.

**Using Sales Aids**

When it is impractical to demonstrate the actual product or when you want to emphasize certain selling points, you can use...
sales aids in your presentations. Sales aids include samples, reprints of magazine and newspaper articles, audiovisual aids, models, photographs, drawings, graphs, charts, specification sheets, customer testimonials, and warranty information. Computers play an increasingly important role in product presentations as many business-to-business sales representatives make use of computer presentation software.

With a riding lawnmower, you could show the customer complimentary letters or testimonials from satisfied customers as a sales aid, or whatever warranty the manufacturer offers. These tactics help consumers build confidence in the company because it shows that the company stands behind its products. If you were selling this product to retailers for resale purposes, you may even want to use samples of the lawnmower's blade to demonstrate its effectiveness and durability or a video to demonstrate its important features and high-quality construction.

Be creative when determining which sales aids will help you in your particular product presentation. A manufacturer of industrial ovens might show a videotape of how quickly and efficiently the oven performs. An insurance salesperson might use graphs and charts to show how dividends will accumulate or to compare the benefits of one policy with another. He or she might even use a computer to personalize the presentation of that information for each customer and show different policy plans for that person.

**Involving the Customer**

It is best to get the customer physically involved with the product as soon as possible in the sales presentation. You could have
Key Terms and Concepts

1. When you cannot determine a customer’s intended price range, what price level of product should you show? Why?
2. For security and an effective sales presentation, what would you do if a customer asks to see six pairs of expensive earrings?
3. How could you involve a customer in the product presentation of a copying machine for a business? Windows for a home?

Academic Skills

Math

4. Your customer wants to buy 7 feet of fabric, and the price per yard is $12.50. How much would you charge?

English Language Arts

5. Write a detailed plan that covers the product presentation for a product you have researched. For at least two product features, include what you will say, how you will demonstrate that feature, what sales aids you will use, how you will use them, and how you will involve your customer with each feature. When appropriate, incorporate sample dialogue. Prepare this plan using a word processing program.
Understanding Objections

Objections are concerns, hesitations, doubts, or other honest reasons a customer has for not making a purchase. Objections should be viewed as positive because they give you an opportunity to present more information to the customer.

Anticipating and planning answers to objections will help you feel confident in your responses to customers. Using appropriate methods for handling objections will promote success.
Objections can be presented as either questions/inquiries or statements. An example of a question or inquiry would be, “Do you carry any other brands?” and a statement would be, “These shoes don’t fit me properly.” For direct inquiries, you simply answer the question posed. Objections which are statements may require more selling expertise.

**Excuses** are reasons for not buying or not seeing the salesperson. Customers often use excuses when they are not in the mood to buy or when concealing other objections.

It is often difficult to distinguish between objections and excuses. A statement or question that seems to be an objection may really just be an excuse. When you are faced with this, be polite and courteous. Encourage the customer to look around and ask you any questions he or she may have.

In a business-to-business selling situation, the procedure is different. Leave a business card if a potential customer refuses to see you when you make a call and ask if it is possible to see the person at a more convenient time.

There are cases when excuses are actually attempts to hide real objections. “I didn’t plan to buy today” may really mean, “I don’t like the styles you have available.” When you suspect that may be the case, ask additional questions to get to the real reason for the disinterest in your product or products.

**Plan for Objections**

Objections can occur at any time during the sales process and should be answered promptly. A customer who must wait to hear responses to questions or concerns tends to become preoccupied with the objection. When that happens, you may lose the customer’s attention and confidence.

Objections can guide you in the sales process by helping you redefine the customer’s needs and determine when the customer wants more information. A customer may say, “This item is very expensive.” What the person may really mean is, “Tell me why this product costs so much.” This objection not only lets you know why the customer is reluctant to buy but also gives you an opportunity to **debate** additional selling points. You should welcome objections; they are not necessarily the sign of a lost sale. Research shows a positive relationship between customer objections and a successful sales outcome.

You can prepare yourself for most objections that might occur in a sales situation by completing an **objection analysis sheet**, a document that lists common objections and possible responses to them. Although the actual objections may be slightly different from those you anticipated, thinking of responses ahead of time gives you an idea of how to handle other objections.
You can incorporate anticipated objections into your product presentation so they do not become objections. You must be cautious about this, however. You do not want to include so many objections in your product presentation that you introduce doubt, especially if none existed before. Saying, “I guess you’re worried about the safety of this snowmobile,” may introduce a fear that was not a previous concern.

A better way to handle the same situation would be to emphasize the safety features of the vehicle. You might say, “The suspension on this snowmobile is especially designed to keep it stable. It’s very safe to operate.”

**Common Objections**

When you list general customer objections you will see that they fall into certain categories. Most objections are based on key decisions the customer must make before buying—decisions about need, product, source, price, and time. This is true for both retail and business-to-business sales situations. The actual objections will vary because of the difference in purchase motivation.

The following are examples of customer objections in a retail situation. They provide a starting point for the creation of an objection analysis sheet.

**Need**

Objections related to need usually occur when the customer does not have an immediate need for the item or wants the item but does not truly need it. A comment such as, “I really want to get these sandals, but I really don’t need another pair,” is an objection based on a conflict between a need and a want.

**Product**

Objections based on the product itself are more common. They include concerns about things such as construction, ease of use, quality, color, size, or style. “I don’t buy 100 percent cotton shirts because you have to iron them” is such an objection.

**Source**

Objections based on source often occur because of negative past experiences with the firm or brand. A business-to-business customer might say, “The last time I placed an order with your company, I received it two weeks after the promised date.”

**Price**

Objections based on price are more common with expensive merchandise. You might...
sometimes excuses. Customers usually have a real reason for not wanting to make a purchase on the spot. A customer might say, “I think I’ll wait until July when you have your summer sale to buy those sandals.”

You will probably hear many different kinds of objections once you begin selling. You should note them for future reference.

Four-Step Process for Handling Objections

Successful salespeople have learned to use a very basic strategy when answering all objections. It consists of four basic steps for handling objections: listen, acknowledge, restate, and answer.

Listen Carefully

Remember to be attentive, maintain eye contact, and let the customer talk.

Acknowledge the Objections

Acknowledging objections demonstrates that you understand and care about the customer’s concerns. Some common statements used to acknowledge objections are, “I can see your point,” or, “Other customers have asked us the same question.”

These acknowledgments make a customer feel that his or her objections are understandable, valid, and worthy of further discussion. It does not mean that you agree with the customer, but it acknowledges the objection. Disagreeing with the customer, or saying, “You’re wrong,” will put the customer on the defensive, and you might lose the sale.

Restate the Objections

To be sure you understand the customer, you can restate his or her objections in a number of ways:

“I can understand your concerns. You feel that. . . . Am I correct?”

“In other words, you feel that. . . .”

“Let me see if I understand. You want to know more about. . . .”

Do not repeat the customer’s concerns word for word. Instead, paraphrase the
objections. To **paraphrase** is to restate something in a different way. A customer might say, “The style is nice, but I don’t like the color.” You could paraphrase the objection by asking, “Would you be interested in the jacket if we could find your size in another color?”

**Answer the Objections**

Answer each objection tactfully. Never answer with an air of superiority or suggest that the person’s concern is unimportant.

Think of yourself as a consultant, using the objections to further define or redefine the customer’s needs. When price is the objection, go back to determining the customer’s needs. Offer a higher-priced item to a customer if it is warranted. Explain the features and benefits of the more expensive model and why that item is better suited to the customer.

**Specialized Methods of Handling Objections**

There are seven specialized methods for handling objections: substitution, boomerang, question, superior point, denial, demonstration, and third party.

**Substitution**

Sometimes a customer is looking for a specific brand or model of a product that you do not carry. Or maybe the product you show the customer is not to his or her liking. In any of those cases, you may want to use something called the **substitution method**, which involves recommending a different product that would satisfy the customer’s needs. Assume a customer says, “I don’t like the way this dress looks on me.” In this case you may want to suggest a totally different design that is more becoming on your customer. “Here, why don’t you try this dress. It has a completely different look. I think it will fit your style better than the one you just had on.”

**Boomerang**

An objection can be returned to the customer in the same way that a boomerang returns to the thrower. The **boomerang method** brings the objection back to the customer as a selling point. Here is an example:

**Customer:** “These ski gloves are so lightweight. They can’t possibly keep me warm.”

**Salesperson:** “The gloves are so light because of an insulation material called Thinsulate. The manufacturer guarantees that Thinsulate will keep you warmer than fiberfill insulation, without the bulk and extra weight.”

When using the boomerang method, you must be careful not to sound as if you are trying to outwit the customer. Use a friendly, helpful tone to explain how the objection is really a selling point.

**Question**

The question method is a technique in which you question the customer to learn more about the objections. While answering your inquiries, the shopper may even come to realize that an objection may not be valid. Here is an example:

**Customer:** “I don’t see the point of having two sinks in the bathroom, as featured in your suggested layout.”

**Salesperson:** “Do you and another member of your family ever need to get ready to go out at the same time?”

**Customer:** “Yes.”

**Salesperson:** “Does either one of you have to wait for the other to finish using the sink on those occasions?”

**Customer:** “Yes. I see your point.”

Never ask questions in an abrupt manner; this may seem rude and create a defensive atmosphere.

**Superior Point**

The **superior-point method** is a technique that permits the salesperson to acknowledge objections as valid yet still offset them with other features and benefits. The superior-point method allows you to admit disadvantages in products but then present superior points to offset or **compensate** for them. This technique puts the customer in a
position to decide between the different features and see additional reasons for buying. Here is an example:

**Customer:** “Your prices are higher than the prices of your competitors.”

**Salesperson:** “That’s true. Our prices are slightly higher, but with good reason. We use better quality wool in our garments that will last five to ten years longer than our competitors’ garments. Plus, we guarantee the quality for life. You can return the product if you ever have a problem with it and we’ll repair it free of charge.”

**Denial**

The denial method is when the customer’s objection is based on misinformation. It is best to provide proof and accurate information in answer to objections. This method is also used when the objection is in the form of a question or inquiry. When using the denial method, you
Problem Solving

Solve problems that arise in mathematics and other contexts.

1. To solve this problem, multiply $150 by 50, and $80 by 50, to determine the total cost of the jackets.

2. Divide each total by the number of years the jackets are good for to determine the cost per year.

3. Compare the two amounts to determine which one is a bigger savings.

For help, go to the Math Appendix located at the back of this book.

Third Party

The third-party method involves using a previous customer or another neutral person who can give a testimonial about the product.

Customer: “I can’t see how this machine can save me $1,000 in operating costs the first year.”

Salesperson: “Frank Smith, one of my customers, questioned the same point when he bought his machine a year ago. He now praises its efficiency and says that his costs have gone down by $1,200. Here’s a letter I recently received from him.”

In any given sales situation, it is unlikely that you will use all seven methods of handling objections. You will create effective combinations over time that will work best for you.

Key Terms and Concepts

1. Why should objections be answered promptly?
2. How can you prepare for objections?
3. Which specialized method of handling objections allows you to offset an objection with other features and benefits?

Academic Skills

Math

4. A retailer can buy waterproof jackets that last for five years at a cost of $150 for 50 jackets. The other option is buying jackets that last for two years at a cost of $80 for 50 jackets. Which option offers the biggest savings?

English Language Arts/Writing

5. Prepare an objection analysis sheet for a silk-and-wool designer blazer. List at least five objections, then write responses to depict methods for handling the objections. Use a word processing program.

Check your answers at the Marketing Essentials OLC through glencoe.com.
DAVID MODICA
COMMERCIAL PHOTOGRAPHER

What do you do at work?
I specialize in making photographic images for business usage in advertising, documentation, historical preservation, and for competition. Clients come directly and through design and advertising agencies. I’m classified as a commercial photographer rather than a portrait/wedding photographer.

What skills are most important to you?
Photographic skills are obvious necessities, and today those skills are centered around the digital imaging business. Commercial photographers have to know digital cameras and scanning and their applications to paper and Web production. This process starts with capture and runs through color correction and preproduction.

What is your key to success?
Defining my business in great detail and finding a way to survive long enough to develop that business. That means taking jobs you don’t necessarily want in the long run to pay bills and doing what is necessary to meet the people you want to work for. Network key industries, spend advertising money wisely, and get involved in your key geographic area.

THINKING CRITICALLY

What are some of the ways businesses use photography to market their products and services?

Go to the Marketing Essentials OLC through glencoe.com to find a research project on photography and marketing.
CHAPTER 14 REVIEW

FOCUS on KEY POINTS

SECTION 14.1
• The goal of the product presentation is to match a customer’s needs and wants to a product’s features and benefits.
• When selecting products to show your customer during the product presentation, consider needs and price range, and limit your selection to three items at a time.
• To make your product presentation lively and effective, handle the product with respect, demonstrate product features, involve the customer, and use sales aids.

SECTION 14.2
• Objections are reasons for not buying or doubts that occur during a sales presentation.
• You should welcome objections in the sales process because they help clarify a customer’s needs and provide an opportunity to introduce additional selling points.
• Objections are based on five buying decisions: need, product, source, price, and time.
• Four steps for handling customer objections are: listen, acknowledge, restate, answer.
• There are seven specific methods of handling objections: substitution, boomerang, question, superior-point, denial, demonstration, and third-party.

REVIEW VOCABULARY

I. On a sheet of paper, use each of these key terms and academic vocabulary words in a written sentence.

Key Terms
- layman’s terms (p. 297)
- objections (p. 301)
- excuses (p. 302)
- objection analysis sheet (p. 302)

Academic Vocabulary
- parameter (p. 294)
- feature (p. 295)
- debate (p. 302)
- compensate (p. 305)

II. Explain the product presentation goal. (14.1)
III. Describe some guidelines for what to say during the product presentation. (14.1)
IV. What are four techniques that will make the product presentation effective? (14.1)
V. Why are objections sales tools? (14.2)
VI. List the five buying decisions on which common objections are based. (14.2)
VII. Explain the process for handling customer objections. (14.2)
VIII. Name methods of handling objections. (14.2)
IX. In sales, what are objections? (14.2)
X. Name two things that appear on an objection analysis sheet. (14.2)
XI. Explain why it is important to listen to the customer. (14.2)
12. Workplace Skills

Handling Objections Write a response for each of the following objections and note the specialized method you used.

a. “This is the smallest TV I’ve ever seen. How will I be able to see the picture?”

b. “Does this blouse need to be dry-cleaned?”

c. “These no-iron cotton dress shirts are awfully expensive.”

d. “I like these pants, but I already have two pairs of black pants.”

e. “This cell phone is too sophisticated for me; it has too many fancy features I don’t need.”

13. Technology Applications

Make a Chart Assume you work as a sales associate for an electronics retailer. Select two competing products to compare, focusing on their features and prices. Use spreadsheet, presentation, or word processing software to make a chart that shows this comparison for use in the product presentation step of the sales process. Share your chart with classmates and be prepared to answer their questions and handle objections from them.

14. Math Practice

Determine the Price Your customer wants to buy 63/4 square yards of wood flooring for one room of a house and 4 square yards for another room. The price per square foot is $12.50. How much would you charge the customer?

**CONCEPT** Measurement: Converting

**Units** 1 yard is equal to 3 feet. Divide the number of feet to determine the number of yards, and multiply the number of yards to convert to feet.

**Math** For help, go to the Math Appendix located at the back of this book.

15. English Language Arts

Communication Write a dialogue between a customer and a salesperson in which the salesperson handles an objection, such as a customer complaining that his cell phone has too many features and is too complicated.

16. Communication Skills

Can you use the methods for handling objections in sales to handle objections in other aspects of life? Give three examples of situations in which the methods could be useful. Explain which method or methods you would use in each situation, and what the results might be.

17. Present the Product

Select a product, such as cosmetics, life insurance, athletic shoes, skis, and physical fitness equipment. Research the product’s features. Be sure to address how the features and benefits satisfy customers’ needs.

**Activity** Use presentation software to support a sales presentation. You may want to include one anticipated objection and an effective response as part of the product presentation.
18. Evaluating Web Sites

Visit the Web site of a company of your choice. Evaluate the Web site in terms of ease of navigation, effectiveness of product presentation, and how well it handles customer inquiries and objections. List three positive features of the site.

1. Directions
   Choose the letter of the best answer. Write the letter for the answer on a separate piece of paper.
   What is the cost of 73 pairs of pants if each pair costs $23, with a 10 percent discount on every pair ordered over 50?
   A  $1150.50
   B  $1150.50
   C  $1523.10
   D  $1173.20

2. Directions
   Choose either True or False as the answer. Write the letter for the answer on a separate piece of paper.
   The superior-point method brings the objection back to the customer as a selling point.
   T
   F

Test-Taking Tip

When taking a test, if you suspect that a question is a trick item, make sure you are not reading into it too much.