

PATRICIA CARLSON

FINAL PROJECT  
SALES PRESENTATION

BA 140 – SALESMANSHIP

INSTRUCTOR: LISA MILLER

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**PHASE 1**

**IDENTIFY A PRODUCT OR SERVICE**

## Learning Team Assignment #1

Identify a product or service to sell to your project partner in your sales call presentation. As you brainstorm potential options, keep in mind that a product or service that is well-known and has multiple features will be easier to work with than an obscure or simple product (e.g., and automobile or smart phone).

**PART I:** List three products or services you might be interested in using in your final project; choose one after discussing with your partner and identify why you chose the product you did.

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1. Eddie Bauer Goose down outerwear: jackets or vests

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\*Chose goose down classic vest, for men and women

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I choose the goose down vest from Eddie Bauer as the reputation from Eddie Bauer is that they provide quality products. You can make a purchase in a retail store or online at their website. The vest comes in men's and women's sizes and has been around since the early 1950's. Eddie Bauer continues to develop

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2. Personal Chef services: personal chef and catering services

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3. Natural Bath and Body Products for men and women, or for women only

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## **PART II: KNOW your COMPANY and PRODUCT/SERVICE**

### **General Company Information: Company Growth and Accomplishments:**

1920 Eddie Bauer Sports Shop established in Seattle, Washington

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1922 Established Eddie Bauer creed

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1936 Eddie Bauer created the first quilted goose down jacket in North America

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1940 Goose down jacket patented

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1953 Goose down vests created, original was Canadian Down Vest

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Eddie Bauer started a sports store offering products that he would use first and test in real weather conditions before selling in his store.

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Eddie Bauer stores continue to honor his creed even as new products are created

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### **Policies and Procedures:**

Eddie Bauer Creed: To give you such outstanding quality, value, service and guarantee that we are worthy of your high esteem

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Eddie Bauer Guarantee: Every item we sell will give you complete satisfaction or you may return it for a full refund.

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Free exchanges by mail, phone or at retail stores

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Refunds: issued using the same method of purchase

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### **Production and/or Service Facilities:**

Eddie Bauer has 370 retail stores throughout Canada and North America, including their outlet Stores. Products ship from a distribution warehouse located on the East Coast. Store purchases will be shipped directly to a residential or business location from retail stores or the warehouse.

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Eddie Bauer does not own or manage any factories but they do have a comprehensive General Labor Practice Program and are participating in the FLA Fair Labor Association.

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Customer Service is available to help place phone or online orders, answer questions, or to Assist with processing returns or exchanges

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## **Product Knowledge**

### **Performance Data**

Quilted pattern design helps hold the down in place, lining is down leak proof

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550 fill premium European goose down

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Polyester shell with StormRepel finish

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The vest can not be temperature rated as a coat can

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### **Physical Size and Characteristics**

Mens sizes: Small – XXXI

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Men's colors: black, deep olive, harvest, midnight navy, picante

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Women's sizes: Small – XXL

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Women's colors: black, carnation, cream, dark olive, lipstick red

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Durable polyester shell, smooth down proof lining,

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Full zipper front, zippered hand warmer pockets with lining

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Low profile stand up collar with brushed tricot lining

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### **How the Product Operates:**

Vest is used to layer with a shirt and/or sweater for outdoor use. Fit is not too tight or not too

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Loose. Goose down is breathable so it's a perfect garment to layer with when hiking, biking,

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Or Mountain climbing. It is lightweight to store in a backpack or duffle bag when not in use.

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The outer shell is treated to resist mild weather elements.

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### **How well is the product selling in the market**

The Eddie Bauer goose down vest has been selling since 1953. I was not able to find actual sales

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Figures on the classic vest. It is the longest running vest in the history of Eddie Bauer from.

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1953-current 2011 and is still a top seller.

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Eddie Bauer continues to reinvent their garments to meet the current needs of the customer.

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### **List Features of Product or Service:**

Mens and Womens sizes: from Small to XXXL

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Mens Men's colors: black, deep olive, harvest, midnight navy, picante

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Women's colors: black, carnation, cream, dark olive, lipstick red

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Men's length: 28", Women's length: 25"

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Brushed polyester shell with StormRepel DWR finish

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550 premium goose down

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Box quilted stitching design, down proof polyester lining

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Full zip front, zippered fully lined hand warmer pockets

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Stand up collar with brushed tricot lining

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**PHASE 2**

**PRODUCT FEATURES  
ADVANTAGES  
&  
BENEFITS**

Develop a list of Features, Advantages, and Benefits for your product or service. Be as specific and detailed as possible, and be sure to carefully distinguish features, advantages and benefits. Keep in mind that customers purchase benefits, not features. For example, fuel efficiency (higher MPG) is a feature of a vehicle, the advantage is using less fuel, but the real benefit that motivates people to buy is saving money (or saving the planet or both). See the explanation of the FAB approach to Buyer Need Satisfaction in Chapter 3 of the textbook as you develop your FAB's.

	<b>Features</b>	<b>Advantages</b>	<b>Benefits</b>
1	Durable polyester shell	Durable construction	Wears well
2	StormRepel finish	Reasonably priced	All season wearable
3	Down proof lining	Good value to the price	Easy layering
4	550 fill goose down	Higher quality down	Keeps body warm
5	Full zip front	Easy to put on	Easy to pack for hiking
6	Zip hand warmer pockets	Keeps hands warm	Safe storage for keys
7	Brushed tricot collar	Comfortable to wear	Easy to layer with
8	Variety of colors	Buy different color for family members	Match wardrobe
9	Variety sizes available	Nice fitting vest	Flattering cut
10	Quality construction	Quilting keeps down in place	Keeps looking stylish for many years

**PHASE 3**

**SALES PROSPECT CUSTOMER PROFILE**



## CUSTOMER PROFILE & PLANNING SHEET

<b>Company Name</b>	Columbia Sportswear
Address	4539 SE Johnson Creek Blvd., Portland, OR 97204
Phone, Fax	(503) 665-1455, (503) 655-1459
Type of Business	Outdoor Sportswear, casual wear clothing and gear
Demographics	Those who enjoy the outdoors, hikers, backpackers, casual outdoor enthusiasts. Target age from 20-55, men and women, individuals and couples.
<b>Name of Buyer</b>	Dave Jones
Personal Data	Wife-Shelley, Son-Thomas Give to local charities and support schools sports and donate to after school sports activities. Likes the outdoors, wine tours, family motorcycle riders on weekends
Buyer's personality style	Laid back, authoritative, decisive, thinker, likes facts but also enjoys knowing the benefits of the product, thinks about what their customers interests would be in the products they supply.
People who influence buying decisions or aid in using or selling my product:	
<b>Sales Manager</b>	Skip Johnson
Personal Data	Wife-Sasha, Daughter-Sierra, Son-Samuel (both in Jr. High), avid outdoors, rock or mountain climbers on weekends, own 2 <sup>nd</sup> house in Sunriver
Purchasing Manager	Sally Smith
Personal Data	Partner-Jim Johnson, Dog-Ringo (German Shepherd), non-drinkers, likes hiking, owns 2nd home in Hood River, Oregon
Buyer available	Available Tuesday – Thursday, from 9am – 3pm, by appointment only
<b>Receptionist</b>	Jessica (Troy, CS dept., covers phones during lunch-hour)
Personal Data	Single, outdoor enthusiast, currently in hiking club
<b>Buyer Profile</b>	Dave & purchasing team
Buyer personality style	Intuitive thinking, likes to know the details, wants to know how their customer will benefit from the vest and other clothing products by describing the details of the garment.
Sales call objectives	Continue relationship building, introduce the down vest, describe product details, describe how it would benefit the customer, discuss their customer's needs, ask them to commit to a purchase
Customers important buying needs:	
<ol style="list-style-type: none"> <li>1. Quality product</li> <li>2. Made in the USA</li> <li>3. Good fit for the outdoor type of lifestyle</li> <li>4. Easy care, reasonable price, and return policy if product is defective</li> </ol>	
Code of Ethics:	Environmentally conscience, give back to the community, responsible resourcing, recycling, make contributions to other employees or organizations that support the outdoors and natural resources
Social Responsibility	Recycle program, support the earth's natural resources and support those in the local community with like values,
<b>Psychographics</b>	Environmentally supportive of conservation and animal concerns, care

	about their local environment, trustworthy and down-to-earth with a strong sense of morals and values, usually family oriented, enjoy the outdoors, kindhearted people
<b>Sales Presentation</b>	
a. Sales approach	Customer Benefit Approach, Demonstration (let the customer wear the vest during demonstration)
b. Features	Multiple sizes in Men's and Women's, comes in four colors, full zip front, hand warmer zipped pockets, Premium 550 goose down, box quilted shell to keep down in place, outer shell treated with StormRepel
c. Advantages	Premium quality goose down keeps you warmer without overheating, down is breathable, outer shell resists tearing and treated for wet weather
d. Benefits	Quality vest that will last a long time, comes in Men's and Women's sizes, solid construction will hold up for years
e. Method of demonstrating FABs	bring in (3ea) men's and women's vests for buyer to try on, offer one to buyer to purchase just above employee discount
f. How to relate benefits to customer needs	Nice fit, quality vest at a reasonable price, comfortable to wear hunting, hiking or backpacking, light weight to store in a back pack.
g. Trial close to use	Do you think your customer would purchase this vest? How many vest would you like to have at the store to sell to your customers?
h. Anticipated objections	Yes, but not sure if they want to stock all the colors, currently available in (4)
i. Trial close to use	Ok, how about choosing (2) colors to sell as a trial basis and if they sell, you can purchase the other colors.
j. How to close this customer	Which (2) colors would you like to choose? Would you like to buy the black at an employee discount?
k. Hard or soft close	Hard – ask for the purchase of a small quantity of vests, with a guarantee to return un-purchased vests if not satisfied.
<b>Sales made</b> – product use/promotional plan agreed on: Customer agreed to purchase (5ea) vests in each sizes of men's and women's in (2) colors, black and red. Offered promotional: buy (2) colors and receive a 5% discount and will buy back unsold vests if over 50% of vests are left after a trial sales period mutually agreed upon.	
Post sales call comments	Sales went well, able to smooth over any hesitations by describing the FABs. Can offer the buyer to purchase (1) vest at a discount close to my employee discount.

#### Trial Close options:

- I know that you value quality products made in the USA, our vests are made in the USA and all materials are manufactured in the USA. Don't you think these vests would fit right in with your other outdoor clothing?
- How about purchasing a trial quantity for two of your stores and if it's successful, you can purchase a larger quantity for the remaining stores?
- Do you think that the black and red colors would work best with your current clothing line?

- Why don't you wear the sample vest for a day and see what your customers comment about it and we can get the vests in the store the next day.
- How many vests and which colors would you like to bring into your store?

**PHASE 4**

**SALES PRESENTATION OUTLINE  
&  
SALES CALL DIALOG SCRIPT**

## SALES PRESENTATION OUTLINE & SALES CALL SCRIPT

Formula Presentation Method: I have met with the prospective buyer several times and for this sales call will be using the Formula Presentation Method. I have brought a vest along with a sales flyer for the buyer to review. The presentation will be partially structured with the informational piece as the features, advantages, and benefits of the vest will be highlighted. It will be important to discuss how the buyer's potential customer would like the vest and that the vest would complement the other outdoor clothing items they currently sell.

### Dialog and identification of participants:

*Patricia = Sales Representative*

*Jampa = Prospective Buyer*

### Patricia

Hi Jampa, it's nice to see you again. How was your holiday time? Did you get time off?

### Jampa

Hi Patricia, it's nice to see you again. I had a nice holiday with my family.

### Patricia

I'm glad. During my last visit before the holiday's I mentioned that I would bring a goose down vest for you to look at and a product flyer that I want to leave with you. I'm wearing the women's down vest. I brought a men's vest for you to look at. (Hand Jampa the vest).

### Jampa

(Looks at vest)

### Patricia

It's very lightweight. Let me tell you about some of the features.

The quilted box pattern holds the down in place, lining is downproof to prevent leaking feathers, it's a full zip front, lined hand warmer pockets with zip closure, shell is treated with Storm Repel finish making it rain and snow resistant. What do you think Jampa? Do you like the vest?

### Jampa

Yes, this is nice. It feels like a quality vest, I'm just not sure my customers would buy it.

Patricia

Jampa please try on the vest. The vest is very comfortable. Place your hands into the pockets and feel the soft lining. The vest is treated with StormRepel finish to repel snow and rain. For your outdoor customers, it's easy to store in a backpack for those who like to hike or mountain bike. The down is breathable which makes it easy to wear indoors as well as outdoors. It can be worn with a t-shirt, a turtleneck or even a light weight sweater during colder seasons. The down is premium European goose down. It's a versatile vest for customers who live, work, or play outdoors and the vest can be worn throughout the seasons. It comes in a variety of colors and sizes in men's and women's. Do you like the vest, how does it feel, is it comfortable?

Jampa

Yes, I like it. The vest is versatile and comfortable.

Patricia

I know the vest would complement the other types of outdoor clothing you offer in your stores and your customers would like the quality of the vest and that they are versatile to wear during fall, winter and springtime. Your customers would like the top notch construction, local manufacturing and the solid colors they come in. We stock the vests at a distribution warehouse in Seattle so we could get the vests here within 3-5 days, would you like to place an order for the vests now?

Jampa

Yes, can we schedule the delivery for next week?

Patricia

Jampa I can guarantee the vests to arrive by next Friday. Let's go into your office so we can process your vest order.

# EDDIE BAUER

## CLASSIC GOOSE DOWN VEST

- Premium 550 European Goose down fill
- Box quilted design
- Down proof lining
- Low-profile knit collar
- Durable polyester shell with StormRepel
- Full zip front
- Zippered lined hand warmer pockets

MEN'S SIZES: SMALL – XXXL

COLORS: BLACK, DEEP OLIVE, HARVEST,  
MIDNIGHT NAVY & PICANTE

WOMEN'S SIZES: SMALL – XXL

COLORS: BLACK, CARNATION, CREAM  
DARK OLIVE & LIPSTICK RED



*Men's Classic Down Vest*



*Women's Classic Down Vest*

**PHASE 5**

**SALES PRESENTATION  
ROLE PLAY**



My class sales presentation role play will include using a product flyer and a goose down vest for the customer to look at and show the different features, advantages and benefits.

# EDDIE BAUER

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**COLORS: BLACK, CARNATION, CREAM  
DARK OLIVE & LIPSTICK RED**



*Men's Classic Down Vest*



*Women's Classic Down Vest*