

# Selling a Product or Service

# Introduction

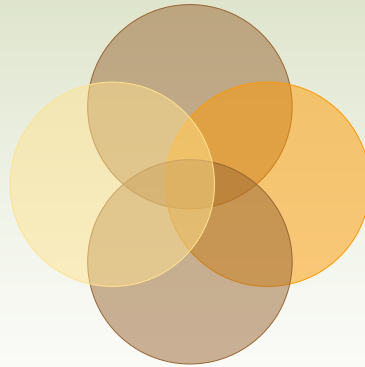
- Briefly introduce yourself and your colleagues.
- Describe the products or services your company provides at a high level.
- Example:  
Trey Research offers complete solutions for strategic market planning, from global business intelligence reports to targeted market analysis.

# Business opportunities

- State the customer's needs and requirements as you understand them.
- Example:
  - Contoso, Ltd. has several new products in research and development that are scheduled to go to market in FY '06.
  - Now is the time:
    - to identify the target market for these products.
    - to understand how to best brand and position them.
    - to identify competitors and benchmark their success.
  - Also consider ongoing support to help you respond to changes in your market.

# Our products and services

- List the products or services your company provides that will help the customer achieve their objectives.
- Example: Using a variety of research methodologies, Trey Research can provide support in the following areas:



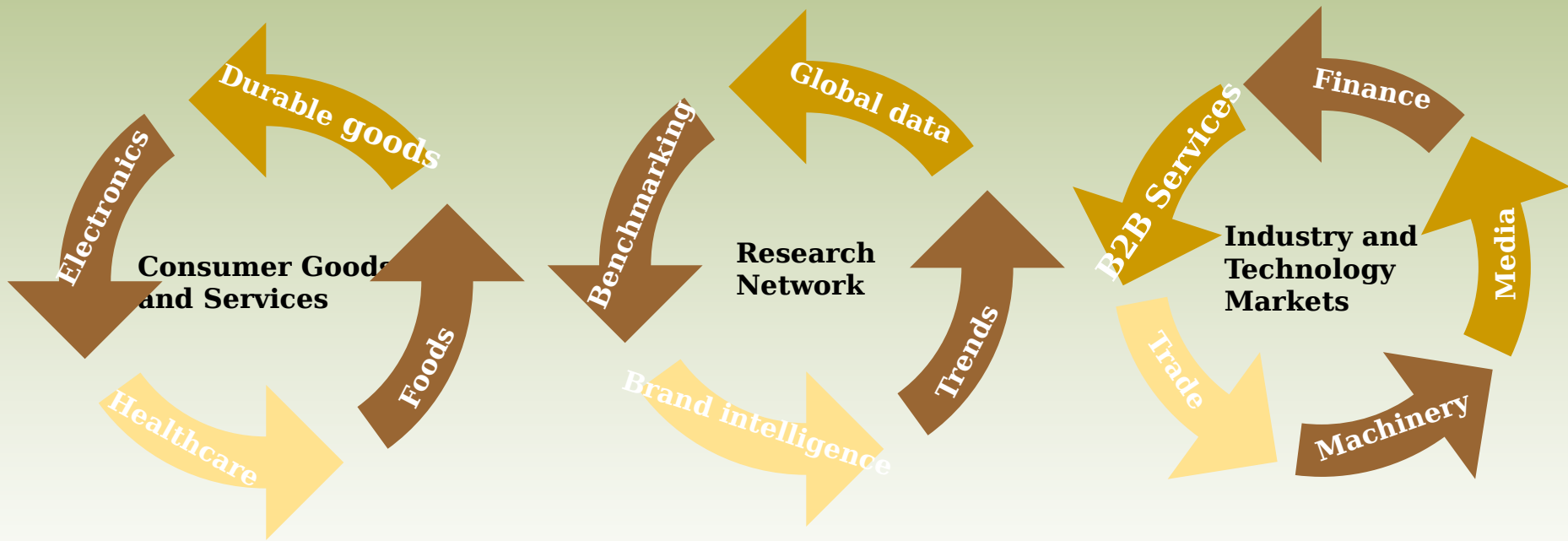
# Cost comparison

- Point out financial benefits to the customer.
- Compare costs of your product or service with one or more competitors.

Custom Research Service	Frey Research Cost*	Company A Cost*
Market entry analysis	X	X
Industry benchmarking	X	X
Pricing and brand analysis	X	X
Forecasting and planning	X	X
Subscription Research Service	X	X
Consumer industry market reports	X	X
Online global business intelligence database	X	X

\* Cost of custom research service depends on project scope

# Our strengths



# Key benefits of product or service

- Summarize the key benefits provided by the product or service you are promoting.
- Example:
  - Investment in market research is an investment in your product's success!
    - Know your customer
    - Know your competition
    - Timing is everything
    - Track and adjust

# Next steps

- Outline the next steps for ordering or purchasing your products or services.
- Example:
  - To commission research from Trey Research:
    - **Define the project**  
First, we'll meet with you to define your project.
    - **Submit a research proposal**  
Then, we'll submit a proposal for your evaluation.
    - **Begin the research**  
When the proposal is approved, we will assemble an experienced team to conduct your research and analyze the findings.
    - **Provide ongoing support**  
We will continue to work with you after we deliver your report so you get the most value out of the research findings.



# Contact information

- Provide contact information for key personnel from your company.
- Provide e-mail and Web site information, if appropriate.