



OPENING AND PRESENTATION OF THE BOOKS

GENERAL CONFERENCE | PUBLISHING DEPARTMENT



PUBLISHING
MINISTRIES





1. TO AWAKEN CURIOSITY AND CAPTURE ATTENTION.

2. TO OVERCOME INDIFFERENCE AND AWAKEN THE FEELING OF NECESSITY OF WHAT IS BEING OFFERED.

3. STIMULATE THE DESIRE TO SEE, TOUCH AND OWN THE BOOKS.

THE KEYWORD IS ALARM.

SECRETS OF A SUCCESSFUL OPENING

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1. DEMONSTRATE TACT.
2. AWAKEN A SENSE OF DANGER.
3. TELL ALARMING STORIES.
4. PRESENT ALARMING NEWS.
5. PRESENT ALARMING AFFIRMATIONS.
6. USE A FOLDER.



**TALK ABOUT COMMON
DOUBTS/FEARS:**



A. CONFLICT BETWEEN PARENTS AND CHILDREN

B. CONFLICT BETWEEN SPOUSES

C. VIOLENCE AND CRIME

D. SUBSTANCE ABUSE

E. ILLNESSES SUCH AS CANCER, HEART DISEASES, DIABETES, ETC.

F. POLLUTION

G. STRESS

H. HUNGER

I. UNEMPLOYMENT



**MAKE A LINK
BETWEEN THE OPENING
AND THE DEMONSTRATION**





MRS. SMITH, THE PURPOSE OF MY VISIT IS NOT JUST TO EMPHASIZE THE PROBLEMS THAT THREATEN YOUR HEALTH AND THE HAPPINESS OF YOUR FAMILY. THE EDUCATIONAL HOME AND HEALTH SERVICE PREPARED A MANUAL THAT PRESENTS PRACTICAL SUGGESTIONS ON HOW TO AVOID ILLNESS AND PROMOTE THE QUALITY OF LIFE. IT IS THIS NEWLY PUBLISHED BOOK: HEALTHY BY NATURE. ALLOW ME TO SHOW IT TO YOU?





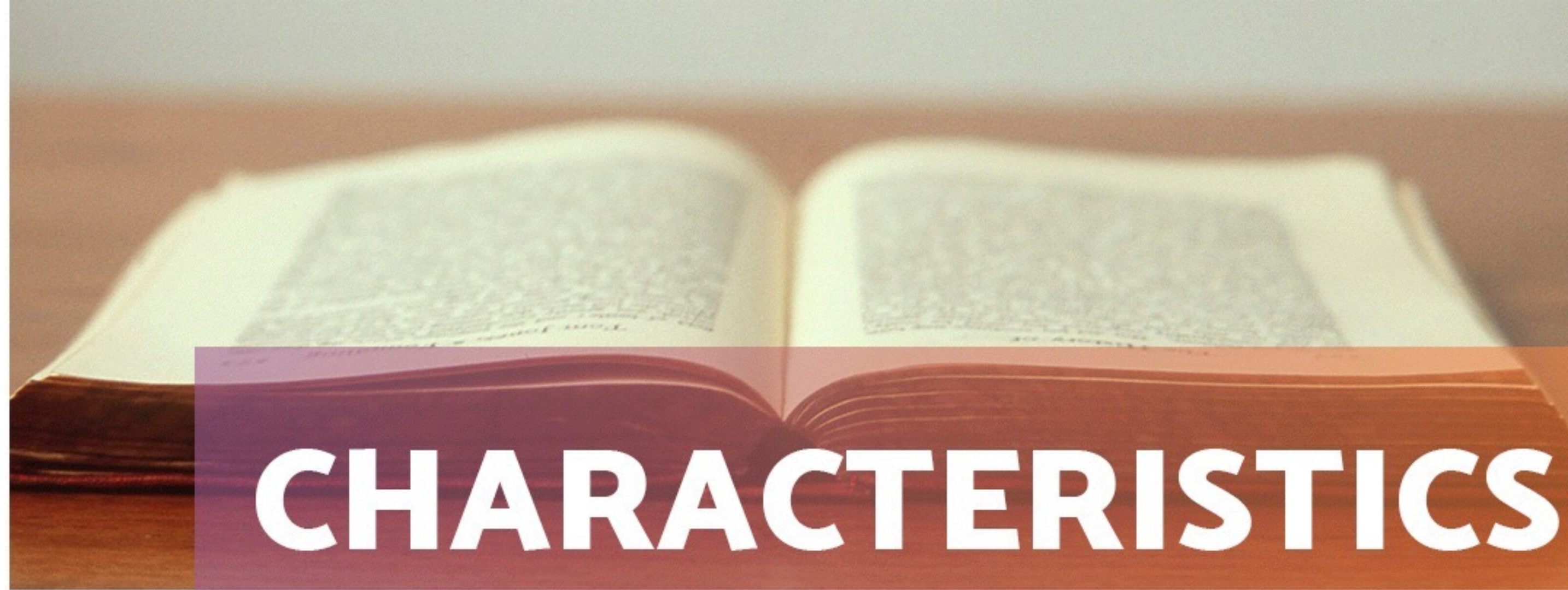
THE DEMONSTRATION





PRESENTING THE BOOKS USING THE PROSPECTUS IS
THE MAIN PART OF THE SALES CONVERSATION.

SUCCESS IS NOT IN THE QUANTITY OF INFORMATION.



CHARACTERISTICS

THE CHARACTERISTICS OF A PRODUCT ARE IMPORTANT, BECAUSE THEY REVEAL WHAT THE PRODUCT IS, HOW IT WAS MADE AND ITS PHYSICAL PRESENTATION. HOWEVER, JUST THE CHARACTERISTICS OF A BOOK DO NOT DEFINE THE PURCHASE.



BENEFITS

THE PROSPECTIVE BUYER IS MUCH MORE INTERESTED IN
WHAT THE BOOK CAN DO FOR HIM OR HER.

HE OR SHE WANTS TO KNOW THE BENEFITS THE
BOOK OFFERS!

BENEFITS

THE BENEFITS APPEAL TO THE PROSPECTIVE BUYER'S DESIRE TO GAIN SOMETHING. WHAT PROFIT WILL HE OR SHE GAIN BY BUYING THIS BOOK AND WHAT ADVANTAGES WILL BE OBTAINED BY APPLYING THE COUNSEL AND GUIDANCE OUTLINED IN THE BOOK?

A man in a dark suit is standing with his back to the camera, looking out a window. The scene is overlaid with a semi-transparent green filter. The window shows a bright, overexposed outdoor area.

WHAT IS THE DIFFERENCE BETWEEN CHARACTERISTIC AND BENEFIT?

CHARACTERISTIC IS WHAT THE BOOK IS!
BENEFIT IS WHAT THE BOOK DOES!



TIPS FOR A **GOOD** **PRESENTATION**

TIPS FOR A GOOD PRESENTATION

- 1. GATHER AND INVOLVE THE ENTIRE FAMILY.**
- 2. BE CERTAIN THAT ALL MEMBERS ARE PARTICIPATING.**
- 3. MAINTAIN EYE CONTACT WITH THE PROSPECTIVE BUYER. DO NOT BE EMBARRASSED TO LOOK INTO HIS OR HER EYES.**

TIPS FOR A GOOD PRESENTATION

- 4. HOLD THE PROSPECTUS AT THE RIGHT DISTANCE, NOT TOO CLOSE AND NOT TOO FAR FROM THE PROSPECTIVE BUYER, IN A MANNER IN WHICH HE OR SHE IS ABLE TO SEE AND READ WHAT IS WRITTEN.**
- 5. KEEP THE EYES OF THE FAMILY FOCUSED IN ONE DIRECTION: ON THE PROSPECTUS.**
- 6. CALL THE CLIENT BY NAME SEVERAL TIMES.**



TIPS FOR A GOOD PRESENTATION

7. SPEAK CLEARLY, PLEASANTLY AND SIMPLY.
8. POINT OUT TITLES WITH A NICE PEN IN YOUR HAND.
9. ASK QUESTIONS THAT WILL BE ANSWERED AFFIRMATIVELY.

TIPS FOR A GOOD PRESENTATION

- 10. LISTEN TO THE PROSPECTIVE BUYER, PAYING ATTENTION TO HIS OR HER OBSERVATIONS. THEY WILL GIVE YOU HINTS ABOUT WHAT BENEFITS HE OR SHE EXPECTS TO FIND IN THE BOOK.**
- 11. EMPHASIZE THE BENEFITS THAT THE PROSPECTIVE BUYER NEEDS.**
- 12. PRAISE THE VALUE OF THE LITERATURE.**
- 13. FORESEE THE PLEASURE OF OWNING THE BOOK.**



SIX SECRETS OF A GOOD SALES PRESENTATION:





SIX SECRETS OF A GOOD SALES PRESENTATION:

1. INVESTIGATE

2. STUDY

3. MEMORIZE

4. ANALYZE

5. ADAPT

6. PARAPHRASE

TOOLS FOR A GOOD PRESENTATION:

- A. MODEL PRESENTATION**
- B. PROSPECTUS**
- C. BRIEFCASE**
- D. FILE WITH ALARMING INFORMATION**
- E. ORDER FORMS**
- F. RECOMMENDATION CARDS**

- G. PRICE LIST**
- H. POSTERS AND SAMPLES.**
- I. CHANGE.**
- J. VISUAL AIDS.**
- K. PAMPHLETS AND ENROLLMENT SHEETS FOR BIBLE COURSES.**
- L. BIBLE.**