# Professional Selling Activity

**Construct a Product Overview**

A good salesperson will have a robust understanding of the product that he or she is selling. Many salespeople stop at the point of understanding the technical details of the product. Excellent salespeople take their understanding further, and gain knowledge of the product on a much broader range of dimensions. For this activity you will develop a more intimate understanding of the importance of knowing your product through the process of developing a comprehensive product overview.

**Part 1: Choose a Product/Service**

Before you begin creating your product overview, you must choose a product or service to review. This can be a product you enjoy using yourself or perhaps something that you simply see as a good choice for this activity.

**Part 2: Product Overview**

Next you will create a well-organized product overview of 1,000–1,300 words with all the information the salesperson would need to know before developing his or her sales presentation. Conduct a thorough literature search about the product/service as well as its current competition. All information gathered for this assignment must be collected from public sources. **You must cite and reference the sources in APA style to avoid plagiarism!** The more you have cited and referenced, the stronger your paper will be, because you are not just speaking from your own opinion.

Sort all of your content into the following headings and sub-headings, to demonstrate your full understanding of using these terminologies.

***Introduction***

Introduce some background information so your reader(s) can understand what you are selling.

***Product***

1. Product development and quality improvement processes
2. Performance data and specifications
3. Maintenance and service contracts
4. Price and delivery
5. ROI or cost/benefit
6. Features and benefits

***Company***

1. Company history and overview
2. Company culture and organization

***Positioning***

1. Source of differentiation
2. Product positioning
3. Four levels of total product concept

**Part 3: Reflection**

Finally, write a reflection of 500–700 words to answer the following:

* If you were a salesperson selling this product/service, would you track this sort of information (product, company, and competitive knowledge) for a product/service? How would you use this information?
* What process would you use to gather the information and keep it updated? Is there any other information you would like to obtain? What is it?
* How confident would you feel selling the product/service you have written about? Why or why not?

**Note**

Most of the information or ideas you have gathered for this assignment are from other source(s) (i.e., not your own), please cite and reference them in APA style accordingly. The more you can cite and reference, the more creditable and believable you will be. This can avoid plagiarism!