



### **WISP Industries Live Demo Sales**

**Congratulations!!! You have been selected to participate in a sweeping revolution! You will be representing and selling one the most exciting new products in the home cleaning industry. You will be selling the WISPsystem and its companion piece, the miniWISP. These revolutionary new products will sell themselves when demonstrated properly. So no need to worry about having to use any hard selling tactics. We recommend a simple quick 60 second demonstration of the product and its features. For example you may want to say something similar to:**

**“Have you seen this new product, the WISPsystem? It is unbelievable how easy and quick it makes sweeping a large space. There is no more bending to get under furniture. Just simply reach the WISP out and pull it back to you with long strokes. Drop the WISPpan on the floor and step on it to make sure it is sealed to the floor and pull the debris into it with one pull. Easy! Quick! It will pick up all the debris with its Bristle Seal technology. You will never want to sweep with anything else again! Glass, pet hair, dust, are all easily collected with the WISPsystem.”**

**We think that the demo above will be enough to sell the WISP in most situations. But we also want you to be prepared for those times when selling might get a little tougher. So below is a list of both verbal and physical cues you may want to use. We don't want you to use all of them. Simply pick the ones that you feel comfortable with. Practice them in your own voice and style so that they seem natural and authentic.**

**None of the steps in this process will work if you are not demonstrating positive energy and enthusiasm for our products. Start there, with enthusiasm and excitement.**

**Have Fun!!! You are about to be part of a revolution!**

## **Step #1 Establish Rapport and Credibility**

**Verbal:**

**“How are you today?”**

**“What brings you to BJ’s today”**

**“My name is \_\_\_\_\_” (Try to learn their name and use it)**

**Physical:**

**Stand straight, look people in the eyes and smile. Demonstrate lots of energy!**

## **Step #2 Needs Analysis**

**Verbal:**

**“Have you heard of WISP Products before?”**

**“What kind of broom are you sweeping with?”**

**“How often do you sweep?”**

**“How large an area do you sweep?”**

**“Do you have pets?”**

## **Step #3 Create the Need**

**Verbal:**

**“You have got to check out this new product. It’s unbelievable!”**

**“We have all used those type of brooms and dustpans for years.”**

**“With the exception of the fact that they are plastic, it’s basically the way our great-grandmothers we sweeping.”**

**“Is keeping a clean home important to you?”**

**“Can I show you a better way?”**

**Physical:**

Quickly demonstrate some of the issues with outdated broom. But do not go overboard or spend more than 15-20 seconds. We want them to begin to think there is a better way, not to feel bad about their previous choices.

**Step #4 Solutions Presentation – Explain the Features and Benefits**

**Physical:**

Demo the WISPs system first and then the miniWISP.

Watch the video and demonstrate just as shown there.

If possible, have them scatter the debris you plan to sweep up to further involve them in the process.

**Verbal:**

**Key Points:**

90 Degree Bristles

Bristle Seal Technology

Electrostatic Bristles

Dust free sweeping

Compact and lite weight

One handed pull motion.

No bending to sweep under furniture

The WISPs

Demonstrate to combs on the WISPs

You must be able to explain each one of these points confidently and quickly.

## **Step #5 Value Proposition**

### **Verbal:**

*“Wouldn’t you rather do it this way?”*

*“Can you see how the WISPs system will save you time and effort?”*

*“Can you see how the WISPs system will make your life easier?”*

*“Does this seem to be the type of solution that would help you?”*

*“Imagine how fast you could sweep an area with the WISPs system.*

*“Do you really trust that old broom when you break a glass?”*

*“How would you use this in your home?”*

*“BJ’s is offering a special bundle price today” (Explain the bundles.)*

*“Then when you are done it collapses down and can be stored under your sink or on a wall in your pantry. No more tripping over broom handles.”*

### **Physical:**

*Have them try the WISPs system on some debris. Make sure they are using it properly with a one handed pull motion.*

## **Step #6 Ask for the Sale**

### **Verbal:**

*“Can I send you home with a WISPs system today?”*

*“If you don’t buy one today, every time you sweep you are going to be thinking of me and the WISP.”*

*“Our best priced bundle is our indoor/outdoor set. For a little bit more, you can have one for each area and not bring debris from one area to the other.”*

*“Put a miniWISP in every one of your vehicles.”*

## **Step #7 Overcome Objections**

**Too expensive.**

**Minimize the cost difference - “You and your time are worth the \$10 or so more you will spend.”**

**“The WISPs system will last for many years.”**

**“When compared to online pricing, you are getting an incredible deal today.”**

**Not shopping for a broom.**

**“How many times this last week have you used a broom. If we can show you a better way, why wouldn’t you take a few minutes to look at the WISP.”**