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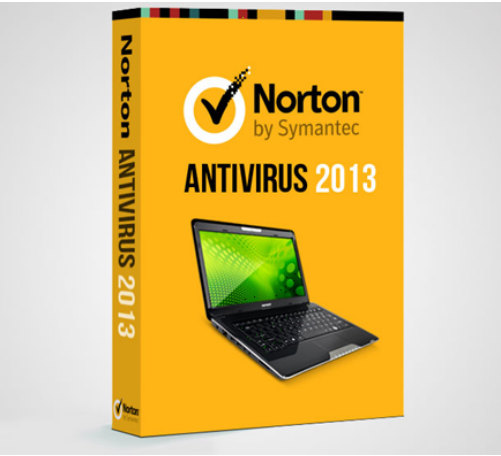
How to explain IT product advantages in simple words to a customer?

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You are in charge of selling antivirus products in a leading electronics store. An opportunity presents itself before you when a customer walks in and checks out the latest Norton antivirus software. However, he seems to be in two minds whether to go for the purchase as there are plenty of free pirated anti-viruses available over the internet. So, how would you go about convincing the prospective customer to invest his money for antivirus software? You can explain and convince him by the power of yourfluent English conversational skills.



While explaining the product explanation, make sure you don't appear too pushy. It can make the prospective customer suspicious and he will tend to walk away. You may even incur loss of goodwill among future customers. Never lose a genuine opportunity by talking like a typical sales guy. Instead, talk to him in a helpful manner, which is genuinely informative. Every customer appreciates an eager and helpful store assistant, which can bring in many footfalls. If you are unsure about the best way to explain the product advantages, refer to the below sample conversation, which will help make you realize how to put your English skills to use.



Sample Conversation:

Situation:A customer checks in your store and browses the antivirus section. But he seems to be unsureon which one to purchase. You go over to assist him.

You: Hello Sir, May I assist youin anything?

Customer: Yes. I want to purchase an anti-virus for my laptop, but I am not sure which one to purchase.

You: May I recommend NortonAnti-Virus 2013?

Customer: What is the reason for your recommendation?

You: Sir, Norton is in the forefronton computing security. The updated 2013 version incorporates the latest threat removal layer, and improved SONAR behavioral protection. The best part is it comes with free 24X7 customer support.

Customer: What do you mean by SONAR?

You: SONAR is a patented Norton technology. It stands for Symantec Online Network for Advanced Response. Unlike other products, it actively monitors the behavior of applications and detects even the slightest change.

Customer: Wow. That's pretty advanced.

You: That's precisely the reason why I suggested this product.

Customer: But why would I purchase one, when I can easily get a free antivirus over the internet?

You: That's true Sir. But did you knowmajority of the free and pirated ones havelot of bugs, is not stable and slows down your PC?

Customer: Really?

You: Yes, some of them are evenmalwares in disguise and wreaks havoc on your operating system.

Customer: Wow, I did not know that. Thanks for the explanation.

You: My pleasure Sir.



The above sample conversation shows how you can provide information and explanation to the customer with the help of strong English skills. By using conversational English, you can providedetailed explanation about any IT product and its advantages in simple terms, which a customer can understand. You can even take the help ofonline English coaching to further improve your language skills and selling skills.

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- By Monika Agarwal

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