



## **SARATOGA SPAS SALES DRIVEN PRESENTATION**

### **The 5 & 4 Technique**

# **THE 5 DISCOVERY QUESTIONS**

#### **How did you hear about us?**

Advertising, Referral, Something in common, Build credibility

#### **What plans do you have for a spa?**

What is their vision?, How close are they in the process?,  
Level of commitment

#### **What brands of spas have you seen so far?**

Know the competition, Level of conviction

#### **What brand did you prefer?**

Smoke out brand preference, Was it the brand or the dealership,  
Level of conviction

#### **What did you like about the xyz spa specifically?**

Level of conviction on specific features, Be professional not defensive

#### **Transition Statement to Dry Spa Demo.**

*"As you can imagine we talk to many people regarding spas, and in order to speed up the process for you we have broken it down to 4 of the most popular questions; wants, needs, concerns and location of your spa. So if you were going to purchase a spa what do you want it to do for you?"*



# **SARATOGA SPAS SALES DRIVEN PRESENTATION**

## **The 5 & 4 Technique**

### **THE 4 QUESTIONS**

#### **Wants (Atmosphere, Romance)**

If you purchased a spa, what would you **WANT** it to do?

#### **Needs (Practical, Specifics)**

What would a spa **NEED** to have before you purchased it?

#### **Concerns (What have they heard)**

What **CONCERNS** do you have about owning a spa?

#### **Location (The Professional)**

What **LOCATION** have you chosen for your spa?

*"In order for me to get a better understanding of what you are trying to accomplish, draw a overhead view of your spa location area."*

#### **Transition Statement to Dry Spa Demo.**

*"Ok, before we move to our concept wet spa, let me show how Saratoga has designed in some unique and performance features into the spa. Let's start by looking at the comfort of the spa."*