

“prod-uhkt spesh-uh-list”

How to be a **GOOD** one!



By **SIMMS THOMAS**
and **BOB THOMAS**

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THE PRODUCT SPECIALIST HANDBOOK

How to be a good Product Specialist . . . and by the way,
what *IS* a Product Specialist?

The purpose of this book is to educate and empower those who are entrusted with the task of not only representing a product, but with disseminating information about that product. When a product's benefits are fully understood, the public is then able to make better decisions about which products to purchase.

It is our hope that every Product Specialist will be able to improve their communication skills, master the art of representing themselves and their respective products, learn to use their time wisely, and become more knowledgeable in the process of understanding and identifying potential customers when meeting consumers.

*To our dads, Walt and Wally, they were two of the best
“people persons” anyone ever met.*

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***“ Each year the average household
spends over \$28K on items other
than housing or food. ”***

— US Dept. of Labor Statistics

Chapter One

THE BASIC QUESTIONS

- What is a Product Specialist?

Specialist: *Someone who devotes themselves to some specialty; works collaboratively with others and is dedicated to a specific product or skill.*

Product: *A commodity offered for sale or offered as something that is produced by human or mechanical effort or by a natural process.*

Therefore, a **PRODUCT SPECIALIST**, (or PS) *must* be someone who devotes themselves to a product that is offered for sale. But it is not a true statement to say that a Product Specialist is one who simply specializes in a product, because a PS is far more. A Product Specialist isn't easy to define. A PS becomes the face and voice of a product. A Product Specialist influences consumers, works closely with sales personnel, provides feedback from consumers, relays information to consumers regarding a product—*IF* they are doing their job right. But, before you get to the front line, you have to know your product, and you have to know to whom you are trying to sell your product.

Before we get started, let's go over a simple checklist that a Product Specialist should follow:

- You must continue to educate yourself on the product

- You need to understand the client's goals
- You need a great work ethic
- You must be punctual
- You should maintain good personal grooming and hygiene habits
- You must have respect for yourself and others
- You should find pleasure in your work

It all sounds fairly simple, right? So why is it that so many people find these tasks so hard to grasp? The following pages address this and other interesting questions that will enable you to better understand the role of a Product Specialist.

HOW CAN A PRODUCT SPECIALIST HELP THE CONSUMER?

Consumer: A person who uses goods or services.

One of the most important aspects of a Product Specialist's job is to help consumers become as knowledgeable as possible about a product on which they are planning to spend their hard earned money. To facilitate this, a PS must inform consumers about which products best meet their needs. When consumers make purchases that satisfy their desires and needs, the market is better served and supply and demand will function more efficiently. Demand would force increased production and bring about a higher quality of products that would enable all of us to live our lives with less stress, and hopefully with more pleasure.