

## **Objectives:-**

1. **Creating of a Strong Desire:** The basic aim of demonstration is to create a very strong desire in the mind of prospect to possess the product, which he wants to sell. It is demonstration that has the ability, to desire to a strong sense of possession.
2. **Generation of Positive Attention towards the Product:** Many a times the prospects have a state of wavering mind, as they are not fully attentive of product. Creation of positive attitude towards the product is the part and parcel of persuasion process in the game of selling.
3. **Helping the Prospect to Come to Definite Decision to Buy:** Mere presentation is a oral expression or description of the product. It has effect. However, the effect is not generating any positive change of attitude and action. It is demonstration that applies multi-sense approach, which definitely helps the customer or prospect to come to positive conclusion. That is, he may be deciding to buy or going for a product.

## **Significance of Results:-**

- This strategy improves the understanding of complex skills and principles.
- Students can pay their attention and follow along with the learning process.
- Knowledge becomes permanent because this method requires different human senses.
- Students are motivated to study and gain necessary skills.
- The psychomotor objective is easily achieved through this method.
- No time is wasted because students see the process live and understand how to apply theoretical knowledge practically.

