

Name:

Representation: Carhartt Company

Role customer is to play: The customer enters the store looking to purchase a **durable work coat**. In the past, their coats have had problems with **seams ripping**, **pockets tearing** and **colors fading**. The customer wants to use the coat feeding animals and doing other routine ranch chores, plus be nice enough to wear in town.

Product to be sold: Carhartt Jackets

Features of the product:

Features

- Triple stitched seams
- Pocket corner rivets
- Fade resistant dyes

Benefits

- Seam will not rip
- Pockets will not tear
- Colors will not fade

Method of demonstration: The salesperson will interact with the customer exhibiting the features and benefits of the coats.

Sales call objective: The purpose of this sales call is for the customer to purchase a new jacket.

Product or service price: Range from \$65.00 to \$85.00

Examples of two or more competing products and their prices:

Walls coats/jackets
\$55.00 to \$70.00

Wrangler coats/jackets
\$40.00 to \$50.00