

**Red Bull Aviator Virtual Experience Program**  
**Task 2: Overcoming Sales Objections**  
**Model Answer - Transcript**

Hi Lorena, it's [Name], thank you so much for taking the time to meet with me and walk me through your needs and concerns.

I wanted to follow up with you after our initial meeting with some food for thought about the concerns you raised, and then find a convenient time for us to get together again. In our first meeting, you were gracious enough to give me some great background on Bar 7, your customers, and the market conditions you are dealing with, I really appreciate it. I want to make sure I am helping you be as successful as possible and knowing your customers and your business challenges helps me use my time and available resources most effectively. You expressed a number of challenges and concerns, and I think I heard two main ones you are most concerned about. One, that Red Bull is more expensive than other energy drinks, and two, that customers are not asking for Red Bull when ordering drinks in your bar. Please let me know if I did not hear you fully on those.

If it is ok with you, I'd like your permission to get together again and bounce some ideas I have off of you, because I think the concerns you raise could actually be great opportunities for both of us. For example, we find that although we are priced at a premium compared to other energy drinks, customers are willing to pay a higher price for a more premium product like Red Bull and your cash margins would actually be higher. I know, that probably sounds hard to believe, but I have enough market and sales data from some of our other customers that I think I can convince you that is true.

Also, I see from our marketing data that Bar 7 is not currently taking advantage of a variety of point-of-purchase promotional programs, such as our mini fridge and our video screens, which I could provide and which we know from other customers are very effective at driving awareness and product requests. So I'd like to show you some data we have on that too, and get your thoughts on those and other ideas that might benefit you. Please let me know when a good time would be for me to come by Bar 7, and if it's ok with you, I will bring one of our mini fridges with me so you can see its design and size and consider whether you would like one in Bar 7.

Lorena, thanks again for your time!