ATHOS SMART CLOTHING

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Organizational Communication
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ATHOS SMART CLOTHING

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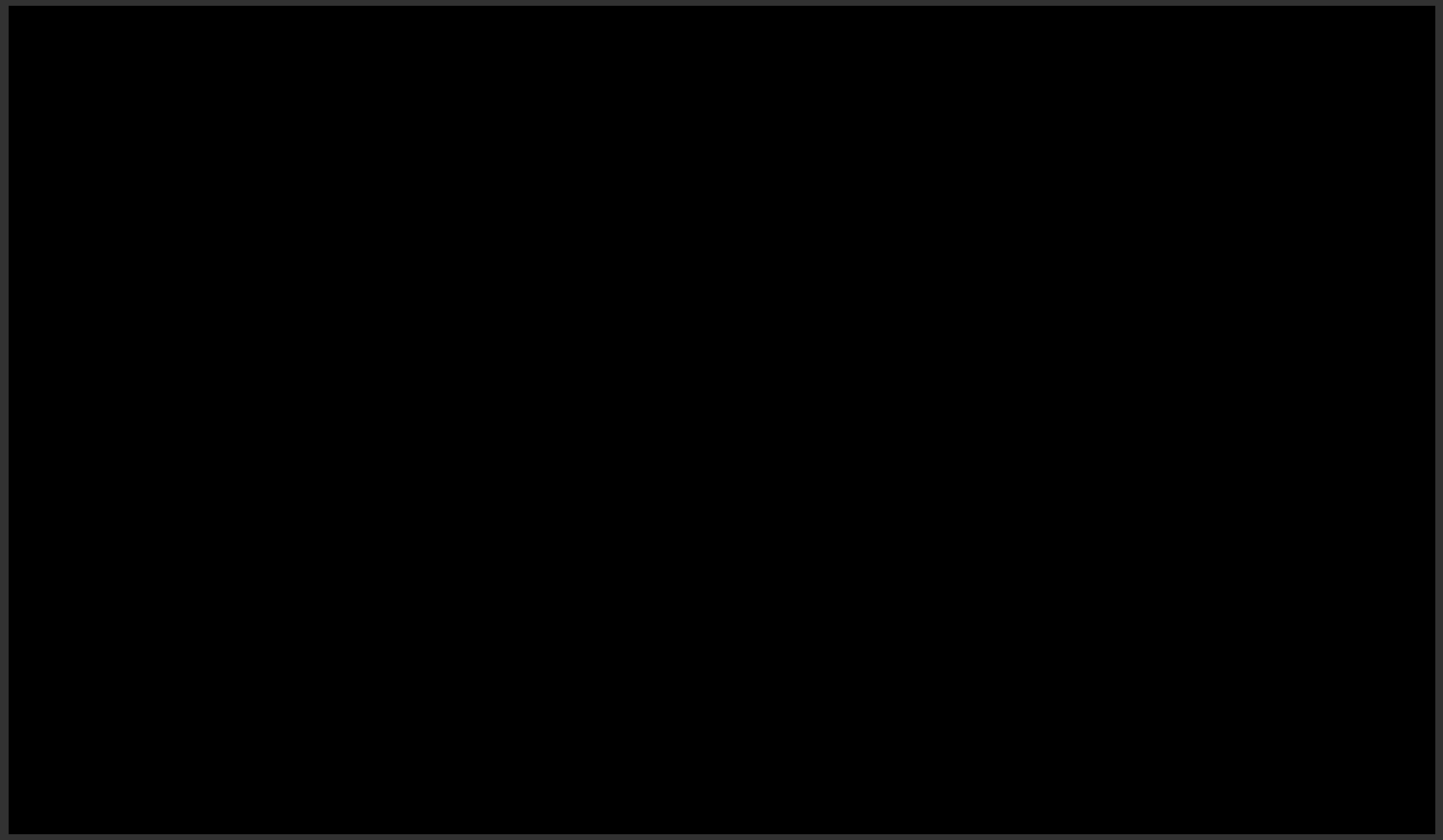
- Athos Functionality
- Key Features & Benefits
- Price
- Sold in The USA and Canada

WHAT IS ATHOS?



ATHOS SMART CLOTHING

PROMOTIONAL ACTIVITIES:

- WEBSITE: Information & Online Shopping
- NFL & TENNIS PLAYERS: Videos with their experiences
- SOCIAL MEDIA: YouTube, Instagram & Facebook
- "TRACK IT ALL" BOOTH:
  - SportCheck: Store in Canada
  - NFL & Tennis Tournaments

MANAGING OBJECTIONS

INVALID OBJECTION: **TIME**	VALID OBJECTION: **PRODUCT'S HEAVINESS**	INVALID OBJECTION: **STALLING**	VALID OBJECTION: **PRICE**
SWITCH FOCUS: ANSWER WITH A QUESTION	**INDIRECT DENIAL** **PROVIDE PROOF: DEMONSTRATION**	**SWITCH FOCUS: ANSWER WITH A QUESTION** **PROVIDE PROOF: OFFER TRIAL USE**	**OFFSET: COMPENSATION** **OFFER PROMOTIONAL PRICE**

THANK YOU