

# BMKT 114: Psychology of Selling

## FLIR Assignment Handout



Name \_\_\_\_\_

Read through the product information provided. Anticipate and list 5 common objections a customer may ask. Answer each objection as completely as possible. Research your answers using the internet, salespeople, sales literature or anything else that will provide you the convincing answers your prospect would demand.

Information:



### FLIR Scout Night Vision Cameras

Introducing FLIR's new line of handheld thermal night vision cameras, the **FLIR Scout TS Series** & **FLIR Scout PS Series** mon-ocular cameras and the **FLIR Scout BTS Series** bi-ocular cameras. The FLIR Scout series are compact, lightweight, easy to use night vision camera that anyone can use to see things in complete darkness, without the limitations of traditional night vision scopes or goggles. Whether you're out on a hike, camping, hunting or doing whatever adventure travelling you like to do, FLIR Scout Thermal Night Vision Cameras are not only fun, but offer personal safety and tracking ability at an ultra-low price point.

### FLIR Scout Models



FLIR Scout PS Series FLIR Scout TS Series FLIR Scout BTS Series

Model	 <a href="#">FLIR Scout PS24</a> <a href="#">VIEW</a>	 <a href="#">FLIR Scout PS32</a> <a href="#">VIEW</a>
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Camera Specifications	
Detector Type	240 x 180 VOx Microbolometer
Focal Length	320 x 240 VOx Microbolometer
Field of View (HxW)	19 mm Fixed Focus
Waveband	24° x 18°
E-Zoom	7.5 - 13.5 µm
Start-up from Stand-by	No
Diopter Adjustment	2x
USB Port	< 5 seconds
Tasklight	+2
Image Presentation	
Built-in Viewfinder Display	Software Updates/Upgrades/Charging
Polarity / Detection Palettes	LED
Image Optimization	Color VGA LCD Display*
Video Output	White Hot; Black Hot; InstAlert™
	FLIR Proprietary Digital Detail Enhancement
	NTSC or PAL Composite Video; 9 Hz Refresh Rate
Physical	
Weight (with battery)	12 oz (340 g)
Size (L x W x H)	6.70" x 2.31" x 2.44" (172 x 58.7 x 62 mm)
Fixed Use	Standard Tripod Mount
Standard Warranty	2 Years
Power	
Battery Type	Internal Battery / Li-Ion
Battery Recharging	USB Cable for Internal Battery; AC Adapter; Optional Charging Cradle

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<b>Battery Life (Operating)</b>	5+ Hours Typical
Environmental	
<b>Rating</b>	IP-67 (submersible)
<b>Operating/Storage Temp.</b>	-4°F – 140°F (-20°C – 50°C)
<b>Handheld Package Includes</b>	Scout PS-Series Thermal Handheld Camera, USB Cable, AC Adapter, Wrist Strap, Soft Drawstring Bag, Product CD
<b>Optional Accessories</b>	Charging Cradle, MOLLE-Compatible Belt Pouch
Range Performance*	
<b>Detect Man-Sized Target (1.8 m x 0.5 m)</b>	~350 yds (~320 m) / ~500 yds (~450 m)

Actual range may vary depending on camera setup, environmental conditions, user experience, and display method.

\*No onboard image/video capture.

Model	 <a href="#">FLIR Scout TS24</a> VIEW	 <a href="#">FLIR Scout TS24 PRO</a> VIEW	 <a href="#">FLIR Scout TS32</a> VIEW	 <a href="#">FLIR Scout TS32 Pro</a> VIEW	 <a href="#">FLIR Scout TS32R</a> VIEW	 <a href="#">FLIR Scout TS32R PRO</a> VIEW
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Camera Specs						
<b>Image Resolution</b>	240 x 180		320 x 240		320 x 240	
<b>Field of View - H x V</b>	24° x 18°		24° x 18°		7° x 5°	
<b>Field of View w/Optional 2X Extender - H x V</b>	12° x 9°		12° x 9°		N/A	
<b>Freeze Image on LCD display</b>	Yes		Yes		Yes	
<b>SD /SD HC Card enabled (up to 16Gb)</b>		Yes		Yes		Yes
<b>Still Image Storage on SD /SD HC Card</b>		Yes		Yes		Yes



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<b>Video Storage (MPEG -4) on SD /SD HC Card</b>		Yes		Yes		Yes
<b>2x Digital E-Zoom</b>		Yes	Yes	Yes	Yes	Yes
<b>Diopter Adjustment + 2</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>US B2 Port (for SW updates/upgrades)</b>	Yes	Yes	Yes	Yes	Yes	Yes

### Additional Included Accessories

<b>Basic kit with neck lanyard, video cable and operator's manual</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Tactical bag, USB cable and SD card</b>		Yes		Yes		Yes

### Optional Accessories

 <b>2X Optical Extender</b> <a href="#">VIEW</a>	Yes	Yes	Yes	Yes	N/A	N/A
<b>Optional Tactical Bag (standard on Pro models)</b>	Yes		Yes		Yes	
<b>Weight incl. batteries (w/o 2X Extender)</b>	1.59 lb (721 g)		1.59 lb (721 g)		2.17 lb (985 g)	
<b>Size - L x W x H (w/o 2X Extender)</b>	9.36" x 3.33" x 2.62" (256 x 84.5 x 66.5 mm)		9.36" x 3.33" x 2.62" (256 x 84.5 x 66.5 mm)		10.96" x 3.33" x 2.69" (278.5 x 84.5 x 68.4 mm)	
<b>Operating Temp.</b>	32°F to +122°F (0°C to +50°C)		-4°F to +140°F (-20°C to +60°C)		-4°F to +140°F (-20°C to +60°C)	
<b>Storage Temp.</b>	-4°F to +158°F (-20°C to +70°C)		-40°F to +167°F (-40°C to +75°C)		-40°F to +167°F (-40°C to +75°C)	

### Common Features



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<b>Detector Type</b>	Longwave Uncooled VOx Microbolometer
<b>Video Output (9 Hz refresh rate)</b>	NTSC or PAL composite video; Aux Video Outout available via RCA jack on detachable Hot Shoe
<b>Built-In Viewfinder Display</b>	Color VGA LCD with brightness control and on-screen symbology
<b>Power Button</b>	On / Off / Standby
<b>Start up from stand-by</b>	<1.5 seconds
<b>Battery Type</b>	4 AA NiMH Batteries (included); Li-Ion or Alkaline optional (not included)
<b>Battery Life (Operating / Stand-By)</b>	>5 Hours / ~120 Hours (on included NiMH batteries)
<b>Battery Recharging</b>	Detachable Hot Shoe Charging Port for AC Power Adapter/Charger -or- Car adapter/Charger (both chargers and Hot Shoe included)
<b>Polarity / Detection Palettes</b>	Selectable Black Hot, White Hot or FLIR "Instalert"; FLIR Proprietary Digital Detail Enhancement
<b>Rating / Environmental</b>	IP-67, Submersible, 1 m drop
<b>Fixed Use</b>	Standard Tripod Mount (1/4-20)
<b>Standard Warranty</b>	2 Year Manufacturer's Warranty

### Performance

<b>Range Performance</b>	with std 24° Lens / with 2x Extender	with std 24° Lens / with 2x Extender	with std 7° Lens
<b>Detect Man sized target (~1.8 m x 0.5 m)</b>	~350 yds (~320 m)/ ~600 yds (~550 m)	~500 yds (~460 m)/ ~900 yds (~825 m)	~1400 yds (~1.3 km)

<b>Model</b>	 <a href="#">FLIR Scout BTS-X PRO</a> <a href="#">VIEW</a>	 <a href="#">FLIR Scout BTS-XR PRO</a> <a href="#">VIEW</a>
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### Camera Specifications



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<b>Detector Type</b>	320 x 240 VOx Microbolometer	640 x 480 VOx Microbolometer
<b>Waveband</b>	7.5 - 13.5 $\mu$ m	
<b>E-Zoom</b>	2x	2x, 4x
<b>Start-up from Stand-by</b>	< 1.5 seconds	
<b>Image Processing</b>	FLIR Proprietary Digital Detail Enhancement	
<b>Image Presentation</b>		
<b>Built-in Display</b>	Color VGA LCD Display	
<b>Viewfinder Video Output</b>	9 Hz NTSC or PAL composite video (320 x 240)	
<b>External Video (RCA jack)</b>	320 x 240 VOx Microbolometer	640 x 480 VOx Microbolometer
<b>File Storage/Data Transfer</b>		
<b>Still Image / Video Format</b>	JPEG / AVI (320 x 240 resolution) on SD or SDHC Card	JPEG / AVI (640 x 480 resolution) on SD or SDHC Card
<b>Real-Time Clock</b>	Yes	
<b>USB2 Port</b>	Yes	
<b>Physical</b>		
<b>Weight (w/o lens)</b>	2.20 lbs	2.20 lbs
<b>Size (L x W x H)</b>	11.0" x 6.5" x 2.63"	11.0" x 6.5" x 2.63"
<b>Power</b>		
<b>Battery Type</b>	4 AA Batteries; NiMH (included), Li-Ion , or Alkaline	
<b>Battery Life (Operating/Stand-by)</b>	4-6 Hours / 120 hours on NiMH batteries	
<b>Environmental</b>		



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<b>Rating</b>	IP-67 (with lens attached only)
<b>Operating/Storage Temp.</b>	-4°F ? 140°F (-20°C ? 60°C) / -40°F ? 167°F (-40°C ? 75°C)
<b>Camera Package Includes</b>	BTS-X Pro or BTS-XR Pro Series Handheld Thermal Camera (lens purchased separately), Hot Shoe Charging & Video Output Attachment, 4 Rechargeable AA NiMH Batteries, AC Power Adapter/Charger, Car adapter/Charger, Neck Lanyard, USB Cable, Video Output Cable, Hard Carrying Case, Product CD with Ops Manual, FLIR Video Player Software and End User Graphical User Interface (GUI)

### Lens Specifications

Lens Options	<a href="#">QD35 (320x240)</a> VIEW	<a href="#">QD65 (320x240)</a> VIEW	<a href="#">QD100 (320x240)</a> VIEW	<a href="#">QD35 (640x480)</a> VIEW	<a href="#">QD65 (640x480)</a> VIEW	<a href="#">QD100 (640x480)</a> VIEW
<b>Size</b>	Ht. - 2.2" Dia - 3.1" Ø	Ht. - 3.3" Dia - 3.1" Ø	Ht. - 4.6" Dia - 3.1" Ø	Ht. - 2.2" Dia - 3.1" Ø	Ht. - 2.2" Dia - 3.1" Ø	Ht. - 2.2" Dia - 3.1" Ø
<b>FOV (320x240)</b>	13° × 10°	7° × 5°	5° × 3°	18° × 13°	10° × 8°	6° × 4°

### E Zoom FOV (Resolution)

<b>2x</b>	6.5° × 5° (160 × 120)	3.5° × 2.5° (160 × 120)	2.5° × 1.5° (160 × 120)	9° × 6.5° (320 × 240)	5° × 4° (320 × 240)	3° × 2° (320 × 240)
<b>4x</b>	N/A	N/A	N/A	4.25° × 3.25° (160 × 120)	2.5° × 2° (160 × 120)	1.5° × 1° (160 × 120)

<b>Lens Package Includes</b>	QD35, QD65 or QD100 Lens (as selected at purchase), Lens Cap, Lens Cover, Lens Cloth
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### Range Performance

<b>Detect Man (1.8 m x 0.5 m)</b>	780 m	1,450 m	2,075 m	1,140 m	1,900 m	2,450 m
<b>Recognize Man</b>	190 m	370 m	540 m	280 m	490 m	650 m

## The FLIR Scout Difference

FLIR Scout Night Vision Cameras differ from typical night vision scopes and goggles since they don't make images from visible light. To get a good image from a traditional night camera, subjects need to have good light contrast. However, when subjects are overlit and are oversaturated with light, things become washed out and unclear. That's where FLIR Scout



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Thermal Night Vision cameras work better! Using their thermal imaging technology, FLIR's Scout cameras are not dependent on visible light. Thermal cameras detect heat; and the more heat, the more contrast. That means unlike traditional night vision cameras, FLIR Scout thermal night vision cameras can see through objects that reflect light, such smoke, fog and rain!

So, before the next time you head out on an outdoor adventure, we recommend taking a FLIR Scout thermal night vision camera with you! Experience what you've never seen before in complete darkness.

Objection 1:

Complete Response:

Objection 2:

Complete Response:

Objection 3:

Complete Response:

Objection 4:

Complete Response:

Objection 5:

Complete Response: