SCIENCE OF PRESENTING

Meeting customer needs and selling the "benefits" of your solutions won't win sales. Why?

If you're closing less than a third of the proposals you submit, **how compelling do you believe your presentations are?** Do your sales presentations truly motivate buyers to choose your company and your solutions?

If you look closely at your company's next sales presentation you may find it is a data dump with little emphasis on a buyer's business with **too much energy** spent explaining why the sales person believes they can meet the prospect's "needs."

As product complexity has increased, the unfortunate byproduct has been a shift toward a language of acronyms and industry jargon that makes it nearly impossible for even an educated buyer to **differentiate** between competing products.

Are all products and service organizations really the same? Of course not, but the "needs analysis" approach to selling actually creates the appearance that they are.

Our advanced module on sales presentations changes that.

In this program, your people learn what really motivates buyers to choose one solution over others and how they can prove they have the most powerful solution for their prospect's business. In addition, they will develop the skill needed to justify the higher price it takes to provide superior solutions. Perhaps most importantly, they will learn to present information in a manner that improves the impact of their message and ensures the buyer has a logical framework supporting their decision to choose your company.

This workshop includes:

• Clearly defining presentation objectives and agendas

• Establishing the framework for effective presentations

• Elimination of industry jargon

• Linking your solutions to specific impact on your prospect's business

• Organizing presentations to maximize the emotional appeal

• THE business drivers that compel prospects to buy and how to effectively establish presentation targets and objectives

• Removing the prospect's presentation anxiety

• Developing and using visual media that enhance your presentations impact

• Determining exactly where you stand relative to your and your prospect's sales objectives

• Creating a dialog during the presentation

• CLOSING THE SALE