

PRESENT SOS

A 10-STEP SALES PRESENTATION AUDIT

**More Profitable Sales. More Sustainably.
In Less Time.**

Some research findings on slideshow presentations

Over the last few years the presentation technology and options available to sales people has grown exponentially. It is simple to add video and animation to your slideshows. They look great so therefore they must be effective. Well not according to the University of California. In fact they suggest that they don't work.

"Ted's most viewed talk of all time hasn't a single slide, and many of Ted's most successful talks have a focus on what's said, not seen."

Their research

Using two groups of "learners" as their subjects, they showed each one slideshows with narration.

Group one viewed a "no frills" presentation

Group two viewed a presentation with all of the bells and whistles, including video, animation and music.

The results

Group one who viewed the "no frills" presentation scored higher on recall in follow up tests.

Interestingly also those who viewed presentations with narrative, animation and text remembered less than those with just narrative and animation. How could this be.

Your brain gets in the way

It appears that your brain's ability to absorb all of the information is the key here. Put simply your brain can absorb more, when there is less to distract it.

Adding content may appear to be more engaging but from a cognitive perspective, it impedes learning. Your brain's working memory is limited and the impact of combining media like video, narration, animation and music, actually creates cognitive overload.

***"You
remember
10% of
what you
hear, 20%
of what
you read
and 80%
of what
you see
and do"***

A 10-Step Sales Presentation Audit Process

Does your Sales Presentation - Engage the prospect?

It doesn't have to be fancy or flashy to be engaging. It must address your prospects WHY. Their needs and challenges. When you engage them you get them involved, and move towards collaboration.

Does your presentation - Make them like you or your company?

Remember from your Buyer's journey, stage two is LIKE. In order to build a solid relationship, the prospect needs to like you and /or your company. What do you do to make this happen?

Does your presentation - Make them trust you?

Stage three of the Buyer's journey. Selling is trust building. People buy from people and organisations they can trust. How do you build trust in your presentation. Remember the power of customer success stories, customer

references, company or industry awards etc.

Does your presentation - Make them want to learn more about you and your product or service?

In today's world of selling the sales cycle can be lengthy, and so closing the sale in the first meeting is unrealistic. What is realistic is your ability to make them want to learn more and engage you further. What do you do to enable this?

Make it easy for prospects to address their concerns and challenges?

Collaboration (the action of working with someone to produce something) is a key part of your success in your presentations. Listening and asking the right questions. Do you allow space for questions and probing

Let them know how your product or service adds value to them, their business or their lives?

Remember the earlier "Value Proposition"

session. Value is both tangible and intangible. You must be clear on how you deliver value and ROI. Focus on the results and the impacts your product/service will have on the prospect and their business.

Show that you've been listening to them?

How do you demonstrate this? By customising the presentation to their specific needs. If you have followed the PRESENT process, you have been through EXAMINE phase. You now know their challenges. The impact of the challenges and the ideal outcome they seek. Your presentation must reflect this, and not be a "stock" presentation that everyone gets.

Make it easy for them to take the next step?

Are you making it clear what the next step is? Do you have a call to action?

A 10-Step Sales Presentation Audit Process

Have stories that highlight how some tips for using the product or service

Your experiences of the typical barriers customers encounter and how they have overcome them can be invaluable in the presentation. Prepare your stories well in advance.

Convey simply and easily that you are a low risk investment?

Your prospects will always buy the “solution of least risk”. You need to be able to demonstrate clearly how you can reduce risk for the prospect.

Answers To Questions

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Key Takeaways

An honest audit of your presentation can be very insightful. Turn the tables and see your presentation from your prospects perspective. Is it engaging?

Actions;

What key changes will you make to your presentation as a result of the audit?

P - PREPARATION

R - RAPPORT

E - EXAMINE

S - SHOW

E - ELIMINATE NO

N - NOW ASK

T - TOTAL AFTERCARE



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<h3>Implementation And Management</h3> <p>Here is where we excel. We become part of your team. And we work hands-on with you.</p> <ol style="list-style-type: none"> 1) We complete the Sales Infrastructure Diagnostic. 2) Make recommendations. 3) Then we move to execution phase. <p>We will help you implement a full sales performance management system. Our PRESENT SOS.</p> <p>Including</p> <ul style="list-style-type: none"> - Weekly sales reviews - One-To-One sales manager training - One-To-Group sales coaching and development <p>MONTHLY ENGAGEMENTS €2,500 PER MONTH PLUS VAT</p>	

Blended Learning - All programmes are reinforced with Video Tutorials and Exercises

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