

Training on Making a Great sales Presentation

Conduct Research

Prepare your information beforehand.

- Create a list of the information you require and where you may obtain it. List and collect all of the required materials. Plan your research procedure and create a method to arrange all of your knowledge.
- Maintain distinct files for product information, company information, and customer information.
- Include listings of your data's sources so that you can refer back to them as necessary.
- Create a filing structure and naming conventions for your files so that you may easily access them when necessary.

Thoroughly investigate the product or service you intend to sell. -

- Learn the product inside and out and make an effort to stay current of new advancements. Ask inquiries and read all accessible literature. Obtain proper training on the product's use. Learn the features and potential benefits of your product or service for a certain customer. Avoid using jargon and buzzwords while describing your firm. Instead, pretend that your client has no prior understanding of your organisation and be prepared to elaborate.
- Carefully differentiate between features and advantages. A product or service may contain numerous characteristics, the majority of which are irrelevant to potential customers. It is the responsibility of the salesperson to demonstrate how a particular feature will benefit the prospect.
- Examples of features include price, size, usability, lack of maintenance, ease of repair, and guarantee.
- Have a comprehensive understanding of the product's manufacturing and packaging processes.
- Learn the history of your product and any advancements in its development.
- Become familiar with shipping methods and policies.
- Examine the evolution of your organisation and its past, and be prepared to describe its core beliefs.

- For services, highlight essential characteristics and advantages such as peace of mind, security, pricing, usability, etc.

Collect as much data as possible regarding the strengths and weaknesses of your competition.

- Understanding your audience will enhance the effectiveness of your presentation. It will allow you to react to inquiries and concerns regarding how your organisation may better satisfy the needs of the prospective client. If your prospect is already working with your rival, highlight your unique selling points. These distinctions may be product- or service-based or company-based. A salesperson can separate themselves from other salesmen if necessary. Motivate your customer to invest in you by providing superior value.
- To defeat a rival, you must first identify their competitive advantage. This is the reason why buyers prefer their products to yours. Again, what matters is the perceived value that the customer expects to obtain from the purchase, not the features.
- Examine the specifics of their product or service and how it compares to yours. Determine, if you are a caterer, if you utilise fresher or higher-quality ingredients, or if you prepare food in a novel method.
- Determine how their marketing and communication techniques differ from your own. Perhaps you provide exceptional discounts that your competitors do not, or your printed materials are printed in full colour on higher-quality paper.

Familiarize yourself with the business of your prospective customer.

- To argue persuasively about the possible value you bring, you must have a comprehensive understanding of your client's products, services, and customers.
- Determine how long they have been in operation. Evaluate how well they meet the needs of their customers. Determine whether or if your competitors are currently selling to them.
- Discover the demands of your future customers. If possible, speak with them beforehand (by phone or in person) and discover as much as can about what will truly pique their interest in purchasing. Do they require a reduced price, improved dependability, flexible financing, and speedier delivery? Attempt to determine their "trigger"

- Consult the annual report, trade journals, website, and local chamber of commerce for this information.

Understand the competitive landscape in which your prospective customer operates.

- Describe their target clients and the expectations they have. Identify their primary problems in addressing the needs of their clients. Determine how you might assist them in becoming more competitive.
- Analyze their business and current economic data to ascertain the demand for their products and services. A distributor of culinary services, for instance, could assist a coffee shop in improving its menu with new equipment or better supplies.

Determine their most significant competitors and the customer benefits they offer.

- To make a sale, you must provide a greater benefit than they are now receiving.
- Consult trade associations, business periodicals, and academic institutions to learn about business trends and how your prospect might utilise your services to become more competitive.

Content Writing

Customize your presentation to resonate with your intended audience.

- Once you have created your presentation, adapt your delivery style to the audience's expectations. Determine whether your presentation will be given to a large or small audience. Speaking to a huge group, a small group, or an individual is completely different, and the required level of contact is directly proportionate to the size of the audience. Modify the duration of your presentation, your presenting tools, and the number of visual aids to successfully convey your point.
- Adapt your presentation to the authority level of meeting attendees. Are they decision makers, influential individuals, or gatekeepers? Understand the process for making a buying decision and who will be making it (ask if you don't know).

- If the audience is small, provide a brief, engaging presentation followed by a conversation. Instead of using Powerpoint, try printing a few descriptive slides to distribute to the small group. Remember the importance of body language and eye contact when communicating with your audience.
- Prepare a planned, formal presentation with polished images for a large audience. Avoid using coloured text or ClipArt that is distracting. Use straightforward language, demonstrate enthusiasm for your product, and keep the pace upbeat.

Compose a whole script for your presentation.

- Whether you're preparing a formal presentation for a large audience or an interactive meeting with a small group, you should outline every aspect of your presentation beforehand. This ensures that no vital information will be omitted. An impromptu presentation lacks structure, appears unorganised, and confuses the listener with repeated or omitted information through repetition or omission.

Compose the introduction.

- Confirm the customer's need (which you assessed before to the presentation) and how your business can assist them. Declare your comprehension of the customer's goals and obtain a positive response before advancing. Then, describe how your product or service meets their demands, and emphasise this throughout your presentation. Discuss the history of your organisation and what sets you distinct (but only if this information will give you an advantage). Establish the foundation for the remainder of your presentation and make a convincing case for why your prospect needs you.
- Use basic, concise language for greater impact. Utilize action verbs whenever possible.
- For instance, a caterer presenting to a wedding planner would emphasise their track record of offering high-quality cuisine at reasonable prices.
- A cleaning firm presenting to an office manager would argue that keeping the office clean and organised will increase staff productivity.

Confirm your client's objectives and expectations for the meeting. -

- List your most important tasks. Provide a timeline for the delivery or achievement of all of your objectives. Be ambitious, but realistic about your capabilities. Provide your customers with attainable objectives to earn their trust.
- Your introduction should include a restatement of their objectives and a guarantee that you will achieve them during the presentation.
- For instance, a caterer's objectives would include developing a menu, ordering food, cooking food, and coordinating delivery within a specified time range.
- A cleaning service might outline daily responsibilities such as mopping the floor, disinfecting the bathrooms, and taking out the garbage. Less frequent responsibilities, such as window washing and equipment dusting, would also be noted with their projected frequency.

Describe how you will achieve each of the stated objectives.

- Provide details regarding the duration of each step. Include the outcomes the customer can anticipate upon completion of a step. List the deliverables, or tangible products, that the client will get at various stages of the project.
- For example, designing a menu may involve meeting with customers and organising taste testing. The deliverable would consist of a written menu.
- A cleaning service would indicate the time required to perform jobs, the materials and number of employees used, as well as whether or not they bring their own equipment.

Indicate the price of your services.

- Be as precise as possible. Disclose all prospective costs so that the customer understands precisely what to expect. Create descriptive spreadsheets that thoroughly explain the associated costs.

Describe the benefits you can provide your prospective consumer. -

- Now is not the time for humility. Do not withhold information on your value. Describe how your product or service may assist the buyer in overcoming their most pressing obstacles.

- A caterer would highlight their ability to time food preparations so that everything is perfectly cooked and does not become cold before being consumed.
- A cleaning service would emphasise the favourable impression that a clean, well-organized room has on clients, as well as the value-maintenance benefits.

Ask for the order.

- Determine the timeline for the sales process, if applicable. You should already be familiar with the purchasing procedure and the decision-makers. If you are with the decision maker, you should inquire.
- If a gatekeeper or expert will offer a recommendation, determine when and to whom this will occur. Confirm that no additional data is required to make a decision. If additional information is required, write it down so you can supply it.

Creating Visuals and Graphics

- Create presentation slides with care and consideration.
- If your slides resemble nothing more than your speech notes, you should not use them at all. Not only does a series of bullet points dull the audience, but it also decreases their likelihood of remembering what you say. Pictures convey messages more effectively than written material or even speech.
- Find original images as opposed to using Clipart or templates. If the budget allows, engage the assistance of a graphic designer.

If possible, bring a model or sample of your product.

- If you are selling a product, provide a model for customers to examine. Permit them to interact with the product while you explain its features and benefits. If you are unable to present the actual thing, provide a video or images instead.
- Avoid using obsolete overhead projectors and slide projectors. In addition to being noisy and unstable, the projector obscures the screen for a portion of the crowd. If you must use them, set up the room such that everyone can see the screen and speak loudly enough to be heard over the engine. Whenever possible, choose digital presentation tools.
- Check the visual aids and audio equipment that may be available at the venue, as well as the criteria for their use.

During interactive meetings or brainstorming sessions, comments should be recorded.

- If applicable, record remarks on a whiteboard. Write clearly and legibly, and make your letters large enough so that everyone in the audience can read them. Use black or blue while writing, as other hues may be difficult to read. As necessary, take notes, but limit the time spent with your back to the audience.
- If a smart board is available, utilise it to annotate user feedback on graphics. At the conclusion of your presentation, save your annotations so you may revisit them later.
- If an interactive smart board is not available, bring a flip chart, whiteboard, and easel for taking notes and writing comments. Test your markers beforehand and bring only ones that function. If your paper is unlined, use a pencil to create lines to maintain horizontal alignment.

Distribute pamphlets.

- Only distribute them at the beginning if the presentation contains complex charts or images that may be easier to read on a handout than on the screen. Save essential information summary handouts at the conclusion of the presentation. Otherwise, audience members may choose to read the handout rather than listen to you.
- You would only distribute them if you are not speaking with a decision-maker who is prepared to decide.
- Be cautious that any information left with the client may end up with a rival.

Delivering an Effective Presentation

- **Rehearse your presentation delivery.**
- Commit it to memory so you can peek at your notes as necessary. Practice your mannerisms, enunciation, and voice's pitch and volume. Record yourself or review the presentation with a friend or colleague to discover areas for improvement.
- Avoid slang and jargon, and under no circumstances cuss.

Exude assurance and vigour through your body language.

- When entering a room, smile and shake hands. Make eye contact and use people's names when speaking. Stand tall with your shoulders retracted. Dress appropriately and ensure that your shoes are polished. Keep your hands out of your pockets and refrain from fidgeting during periods of silence.
- If you are presenting to a really large audience, you should not simply stand on the stage as people enter. Circulate when introducing oneself and greeting familiar faces.

Familiarize yourself completely with various presentation technologies.

- Work using a smart board or a laptop and projector in order to troubleshoot any potential issues beforehand. If necessary, please bring your own equipment. If at all possible, all technology should be put up in advance on the day of the presentation.
- Anticipate objections and practise responses. Note any potential questions or objections on a separate sheet of paper as you proceed through your presentation. Ask a friend or coworker to play the part of the customer and pose unanticipated questions or objections. Draft responses to any potential objections and be ready to provide them.
- Assessing whether your audience is following along is a necessary skill. Whenever questions are appropriate, pause. Observe your audience's body language to determine if they do not comprehend something. Maintain your enthusiasm and energy throughout the duration of the presentation. Try to maintain order by indicating when questions will be accepted. This can assist you prevent disruptions during an important period. Recognize, though, that you may not have a choice if you are interacting with a decision maker.

Concluding the Deal

If you perceive a favourable response to your presentation, you should directly ask for the sale.

- Ask if you are authorised to carry out the order. Obtain a signature on the order form. Verify the shipping and billing addresses. These actions demonstrate your anticipation of receiving the customer's business.

Replace negatives with positives.

- Utilize consumer objections as a chance to describe a product or service benefit. If a consumer objects to the price, for instance, you might emphasise the increased value you bring through superior materials or craftsmanship. A caterer may answer by mentioning their usage of organic, locally sourced ingredients for enhanced flavour and freshness, as well as additional workers for more efficient meal preparation. However, avoid contradicting the customer or dismissing their worries.

Allay concerns by providing options.

- Such examples include flexible payment terms and speedy shipping. Offer concessions if necessary to help you close the business. For instance, if you generally charge for delivery but the consumer has a pricing problem, consider offering free delivery to close the deal.

Establish the next phase of the procedure.

- Scheduling a follow-up meeting or phone contact demonstrates your commitment to conducting business if you believe that the customer is not yet ready to commit. Schedule the follow-up appointment before leaving the office. If not, you run the danger of never hearing from that consumer again.

Ask questions and pay attention to the responses.

- Prepare open-ended inquiries to determine the customer's level of interest. Inquire as to how your product or service can assist the customer, or if you've overlooked something crucial to them. Take notes so you can respond appropriately to the customer's remarks.