

The Sales Presentation

July 2008

In This Issue

Start Strong !

Feature, Benefit &
Question

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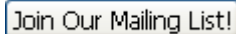
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Open your Presentation with Impact

Don't Lose the Sale before you Begin !

You've spent valuable time securing an appointment with your targeted prospect. You've worked with marketing to locate, target, and gain visibility with your ideal prospect. You've mailed, emailed, telephoned, and personally called on them. You've fought your way past the nosy secretary, the busybody gatekeeper, the influencers and junior executives, and you've finally made it to an audience with your Key Decision Maker.

You're now sitting face-to-face with your biggest sales opportunity of the year. The pressure is on! The next 30-60 seconds will largely determine whether you succeed or fail. What will you do?

This issue deals with the critical first steps of your sales presentation and gives some valuable tips on how to successfully open your sales call.

(Important Note: Scroll to the end of this newsletter to locate a Special Offer!)

Start Strong!

Your pre-call preparation should have included research into the likely business problems your prospect is dealing with. You should be able to narrow these down to 5-7 likely key "hot spots."

They could be suffering from low sales production, employee turnover, or eroding market share. Perhaps they are facing a new competitor or their latest product launch has been delayed. Maybe a PR fiasco looms on the horizon, or perhaps one of their executives has created a high-profile scandal?

Before you call on your Key Man or Woman, do your homework and anticipate their problems!

Your next step is to review the key benefits of your product/service and match them



to the problem areas of your prospect. You'll also want to review why your existing customers are buying/have bought your product. People buy products because they solve problems! If they didn't have a critical problem, they wouldn't have bought your product. Let's face it, a satisfied customer will never buy, so you need to question your existing customers and learn precisely why they bought your product.

Next, take all of this research and craft a very powerful opening statement which breaks through the "social veneer" and captures the interest of your prospect. You must capture the attention of your busy executive right up front. Research has shown you have 30-40 seconds to GRAB their attention with a powerful opening statement or question. You must set the stage for the call right up front. Here are some opening examples:

"Mr. Prospect, companies just like yours are losing business daily because of _____. If I could show you the best _____ in the market today, would you be interested in listening?"

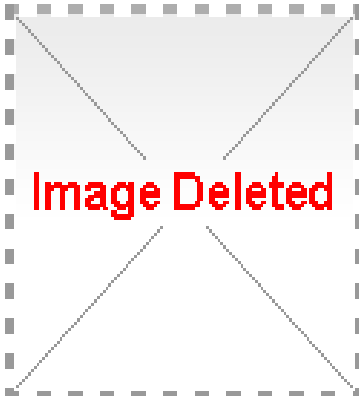
"Mr. Prospect, the biggest market opportunity of the century is staring us in the face. Would you like to know what it is, and how you can take advantage of it?"

"Mr. Prospect, we've been working with corporate executives just like you, and we've discovered some important information which can absolutely predict whether they will succeed or fail. Would you like to hear more?"

"We know that the biggest barrier to your future expansion is one of three things: lack of new customers, poor planning, or poor leadership. We'd like your permission to ask a few questions to help discover which of these may be impacting your corporate growth. All I ask is for you to listen to me with an open mind and tell me one way or another if these apply in your business. Fair enough?"

You get the idea. Spot their likely "hot button" and then open with an intriguing statement or question that grabs their interest and focuses the conversation on a BENEFIT they are likely interested in.

Feature, Benefit, and Question



Your next step in a well-crafted sales presentation is to narrow it down to the most important of their key needs.

To do this, you need to use all of your skill in asking questions and listening with careful attention to the answers you receive. You now become a detective with a great series of probing questions carefully designed to uncover the pain your prospect is experiencing. Sure, there are several problem areas in most clients, but your job at this stage is to discover the ONE CLEAR COMPELLING business driver.

Talk about each one of your key benefits, in sequence, and then question if you're on the right track. Present the benefit, discuss the value you bring, and then ask a question to find out if this is the one!

"Mr. Prospect this machine will make 500 copies an hour. Is it important to you to have that many copies?"

"Doctor, using this _____ you can treat hundreds of new patients a year and deliver a better client outcome. Would this be important to you?"

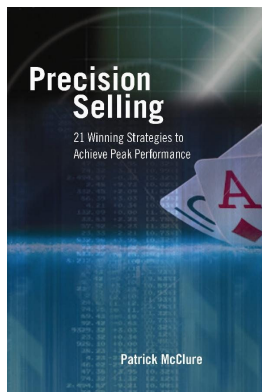
"Mr. Prospect, using our proven proprietary software, we've been able to improve customer service ratings by over 200% within 6 months. Would this be of value to your company at this time?"

Remember, you must become a detective with great listening skills and a good bedside manner. After each benefit, remember to ASK. You must find the one key compelling business driver that they are most concerned about.

Once you find this golden nugget, the pathway to a sale should be clearly defined. Focus the rest of your presentation on solving this critical problem, and you'll be rewarded with some of the easiest sales you've ever closed.

To your Success!

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