

Effective Presentation Features

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WHAT YOU SAY | HOW YOU SAY IT | WHAT YOU SHOW

These are the features all salespeople must understand and use correctly for effective presentation. If you are not considering these, your presentation may cause a loss.

WHAT YOU SAY

The prospect will buy or not buy largely on the strength of your content. This must relate to solving their identified problems and needs. Make sure you understand what those are so your presentation matches the needs. Understanding their problem will help you present your features in a way where they can see the value meaningful to them.

So, make sure you speak to them in a way they can understand and agree with you. If it doesn't mean anything to them, then you will lose the seriousness of the problem and their decision will all come back to price. Price is not where you want this to be. Remember, each person has a way of measuring the outcome of the buying decision. It is your responsibility to prove your offering works. And you have to use their motives.

HOW YOU SAY IT

Use "glamor" words. What are "glamor" words? Words that are commonly known but uncommonly used, like discovery. Tell your prospect you wish to share a discovery with them; add words such as exciting, dynamic, challenging, opportunity, investment and complimentary. These are words that show you are

engaged and excited about the opportunity.

Use words the prospect wants to hear — new, proven, safety, savings, involved, etc. Listen to how they speak and use words that match the prospect's behavior.

In addition, know the buzz words of the prospect's business and use them. Be on the team—and this will show you are on their team!

WHAT YOU SHOW

What you show is particularly important. Too many times, salespeople try to explain how or what a product looks like—and it can be a funny sight. "Well, Mr. Prospect, it's about this big and we put it up in the corner..." Is that the way you describe a motion detector?

Remember, it's been said thousands of times— a picture is worth a thousand words. Would you rather look at a picture in a magazine? Or would you rather have someone try to describe it? Get the prospect involved. Hand them something. I guarantee the prospect will take whatever you hand them. The more people are involved, the more they take ownership.

And always remember, prospects are more likely to remember how you present yourself than what you say. Therefore, it's important that you present your solution in an organized manner. Appearance, attire, alertness and confidence are very important. Ninety-three percent of communication is nonverbal. So put yourself in a winning situation.

And always remember... GET Your Cookie!!!

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