

Sales Presentation Training

A poor sales presentation is a lot like being dished up some potatoes without ever being served the meat. If you can't present professionally, clearly, concisely while using visual aids, you're going to get really hungry. Sales-Presentation-Training holds a very valuable key to your long term success.

Imagine this unlikely scenario for a moment: You decide you want to take a trip to a beautiful island anywhere in the world. You don't care; just get me out of here. So you visit a travel agent who begins to tell you about 3 places with very beautiful beaches. She describes each in detail but by the time she has gotten to the third beach, all you can hear is "blah, blah blah." Not once does she show you a picture or take out a brochure. You decide on none of them and instead, go to Disneyland. Hey, at least you know what that looks like. You've seen the pictures on television.

It's exactly the same thing when you sell any product or service if your potential buyer cannot see with their eyes exactly what you are talking about, they will likely never buy from you. Besides, people remember little of what you say (I know, shocking!) but they do remember what they see.

Don't Waste my Time

To present clearly, you must understand exactly who your audience is and not waste their time. Let's say that you sell swimming pools for a living and you take your computer to show your prospects what kind of pools your company has to offer. If you visit home a mansion, having a bunch of low end pools mixed into higher end products during your presentation is a big mistake. It's likely a complete waste of time as you flip past products you know they will have zero interest in purchasing. By the same token, showing higher end pools to a client that has already told you what their budget limit is also an absolute waste of time especially in this economy. Plus, it will likely make them feel bad because just a few years ago they probably felt like they could afford the higher priced pool. There will always be other things to up-sell them. Be prepared. Understand and know your audience.

Powerpoints

Depending on what you sell, using powerpoint presentations will likely be a key component. Have you ever given a presentation where you had 40 slides and 35 of those caused your audience to drift into a daydream? Your powerpoints must be short, relevant and inspire the message that you intend to deliver. Too few slides can also hurt especially if you are showing them important key points that you want them to remember, less is better. Today adding video links into your presentation adds a great level of sophistication. Video tape 5 customers that you have sold to, describing their happy customer experience and watch how intently your potential buyer sits forward hanging on every detail. Read more on putting together a rock solid powerpoint presentation.

Product Demonstrations

The absolute most fun I have ever had selling anything was when I had an actual product to demonstrate. The key to product demonstrations is to engage your potential buyer from start to finish. Ask a lot of questions like “doesn’t that seem easier than what you are currently using?” or “Do you see how this could save you money?”

Remember, listen carefully to their comments and answers to your questions. More importantly, watch for changes in facial expressions and body language when they speak. Make a note of it and remember to find a way to re-address it again at some point. Your potential buyers tell you much more about what they are thinking with their body than they ever do with their words.