

Sales Presentation Skills

What makes one sales presentation stand out over another? How can you distinguish yourself from your competition? With confidence, credibility and composure. This program will teach you all three skills, along with many others. You'll learn how to gain information and insights about a prospective buyer in order to develop a presentation that addresses his/her specific needs, buying criteria and motivators; heighten interest, attention and retention of prospects by injecting creativity into your sales presentation; and increase the impact of your presentation by being ready to overcome objections and gaining buy-in more easily. The result: you'll shine with professionalism and proficiency.

Audience: Sales professionals interested in learning about effective presentation tools and techniques.

Prerequisites: None.

Number of Days: ½ day

1. The Prospect

Focal points

The development discussion

Buying criteria

Motivators

Behavioral styles

2. The Sales Presentation

Sales presentation opener

"So what?" thinking

Involve the prospect

Check points

Close

Removing roadblocks

Communication tips

3. Success Factors

Preventable pitfalls

Professional attributes

Pointers for team presentations