

Sales Tips: Making a Sales Presentation



There's a lot more to making a successful sales presentation than simply explaining why your product or service is just what your potential customer needs. The following are tips on how to give you the best possible chance of success.

Preparing for the presentation

Prepare thoroughly by going through the following steps:

- Find out what the needs and wants of your customer are.
- Write a key message that addresses these needs and wants.
- Make sure that this message is reflected in your opening and closing sentences -the parts of any presentation that people will remember most.
- Work out what your response will be to questions and objections that people might raise.
- Make sure you know about the products and services of your competitors.
- Create a clear structure for your presentation, in which you use facts and figures to support your arguments.
- If you are going to use PowerPoint or any other form of presentation technology, prepare handouts as well as the actual electronic presentation.

Avoiding 'death by PowerPoint'

Avoid 'death by PowerPoint' by sticking to the following guidelines:

- Avoid putting too many words on a screen: when you use bullet points, keep to a maximum of five, each no longer than ten words, and write statements rather than descriptions.
- Introduce variety by using pictures and graphics, but make sure they are relevant, are not too detailed and make a point very clearly.
- Double-check grammar, spelling and punctuation, especially in headings.
- Show at least one frame per minute -and aim to take no more than 20 minutes for the whole presentation.
- When giving the presentation, don't talk to the screen. Talk to the audience, using the concise points on the screen to prompt you.
- Make sure you rehearse the presentation thoroughly beforehand.



Dealing with objections

Having thought about what objections the customer might raise, deal with them as they occur by doing the following:

- Summarise the customer's objections and address each one in turn.
- Ask the customer to explain any you're not sure about. What, for example, do they mean when they say something is too expensive? Do they mean the price totally rules out the purchase of your product or service, or are they happy to negotiate over terms?
- Talk about taking an order, responding to any reluctance on the customer's part by finding answers to their objections.
- If you can't meet all the objections, tell the customer that you'll always be happy to respond to any future queries they may have.
- If the customer has seemed interested in what you are offering, but is not yet ready to place an order, make a point of keeping in touch.