

# Top 10 Sales Presentation Tips

**Know your audience.** Be adept at communicating with a wide range of titles at every level of the organization. The dynamics of these conversations vary depending on the audience and setting. At the executive level discussions will likely focus on strategy, goals & objectives, and business issues, with a constant eye to the future. Conversations with mid-level managers tend to be more tactical, dealing with the here and now, though some may be forward-thinkers. Determine others will be involved in making the final decision. If so, ask that they be present.

**Do your homework.** Going into a presentation you must know the needs of the audience. One of the most common mistakes people make is using a generic presentation. Modify your presentation to include specific points that are unique to that particular customer. Prospective clients don't really care about what you can do. They care about what you can do *for them*.

**Prepare.** Schedule a rehearsal for yourself and know the information inside and out. Don't rely on slides or material to prompt you with what to say—you never know when a technology blunder may occur, so always be prepared to present without the assistance of slides.

**Have a strong opening.** Acknowledge the individuals participating in the presentation and their roles. State the goals of the presentation and what you can do to help them.

**Engage the audience.** Talk *with* the participants rather than *at* them. Ask questions and use stories or examples to bring points to life. Use the FOCAS question model by asking Fact, Objective, Concern, Anchor and Solution questions.

**Keep it short and simple (KISS).** Beware of the PowerPoint presentation. Use slides to highlight and emphasize key points and avoid using complete sentences. The slides are not the presentation—you are.



**Summarize.** Wrap up the presentation with a verbal summary of what was discussed. Be sure to focus on the problems, issues and concerns that you heard, as well as the goals, aspirations and objectives that you discussed.

**Be the last presenter.** Try to find out how many presentations are being viewed and try to be the last. If it so happens that you're the first presenter, don't go for the close because you'll be asking for something you can't get and the customer will think you're pushy. Instead, come up with a reason to come back and see them after the other presentations when they'll be in a better position to make a decision.

**Bring energy and passion.** Excitement is contagious. Clients want someone who is passionate about what they do. Don't sound uncertain and don't say "it depends." If "it depends", then go through more discovery until you can give a solid answer.

**Believe in your product/service.** Without doubt, this is the most critical component of any presentation. When you discuss solutions, do you become more animated and energetic? Does your voice display excitement? Does your body language exhibit your enthusiasm? If not, you need to change your approach. After all, if you can't get excited about your product, how can you expect your customer to become motivated to buy?