THE SCIENCE OF
SALES PRESENTATIONS

3 Formulas to Make Prospects Say "YES"

PGi

QUESTION

How do I design a presentation that gets prospects to say **"yes"**?

HYPOTHESIS

Successful, compelling presentations all have the same common elements.

RESEARCH

It takes
1/10th
OF A SECOND
to make up our minds about people.[1]

5 MINUTES
The average adult attention span.[2]

| O1 Op Opening Slide | O2 St Story Line | O3 Da Data |
| O4 Vi Powerful Visuals | O5 Th Thematic Design | |

PERIODIC ELEMENTS OF SUCCESSFUL, COMPELLING PRESENTATIONS

1 KILLER OPENING SLIDE
Attention grabber.

2 STORY LINE
Plotted like a narrative. The prospect should always be the main character.

3 DATA
Establish credibility and trust.

4 POWERFUL VISUALS
Images and videos that evoke the desired feeling (pain, fear, laughter, trust).

5 THEMATIC DESIGN
Fonts, colors and images are consistent and help tell the story.
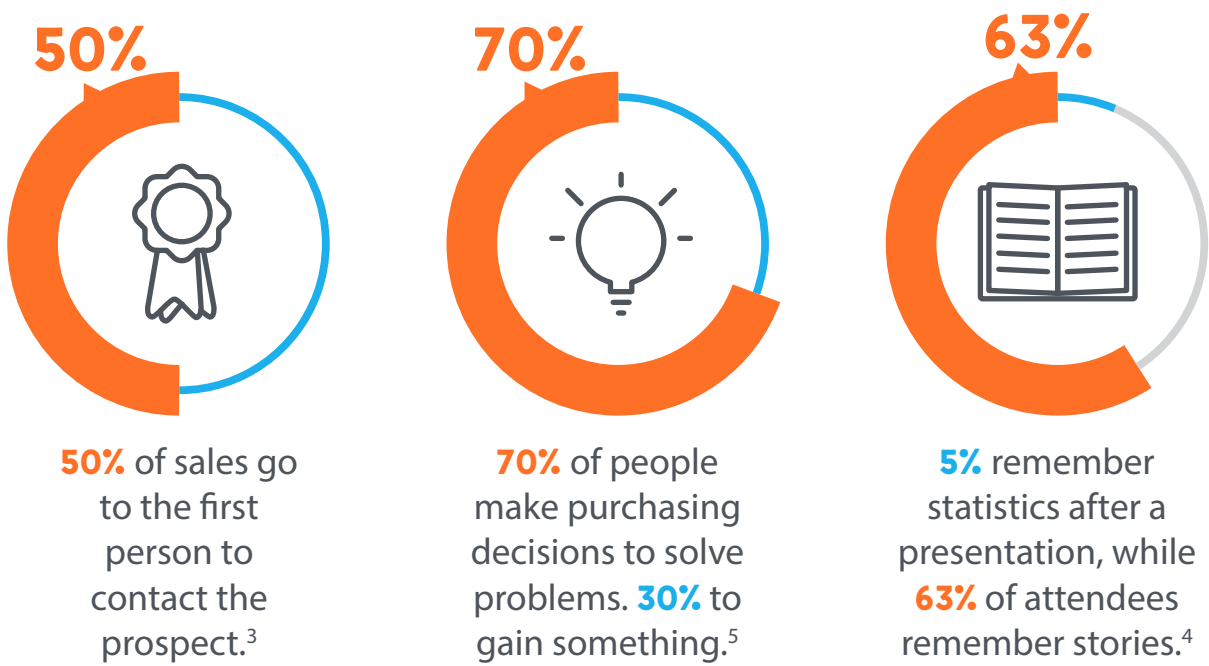
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QUESTION

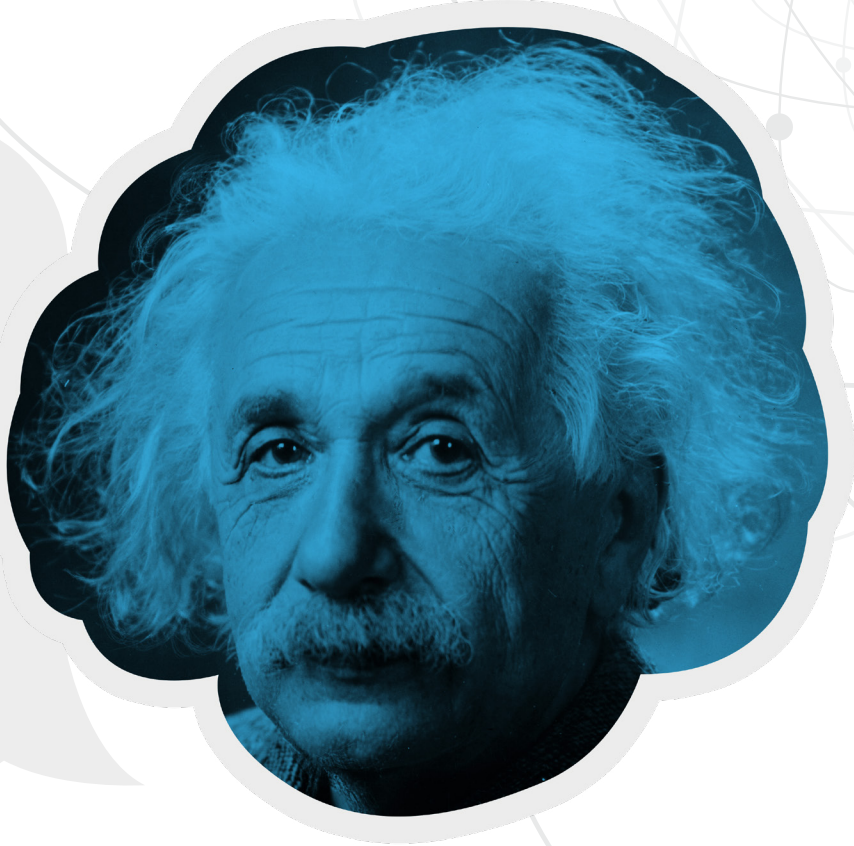How do I craft a message that is relevant and compelling for my prospect?

HYPOTHESIS

Winning sales presentations oust the "pitch" and tell a story related directly to the customer's need or pain.

RESEARCH

50%

50% of sales go to the first person to contact the prospect.[3]

70%

70% of people make purchasing decisions to solve problems. **30%** to gain something.[5]

63%

5% remember statistics after a presentation, while **63%** of attendees remember stories.[4]

> "If you can't explain it simply, you don't understand it well enough."

HOW TO MAKE YOUR PITCH RELATABLE AND GET THE "YES"

1 IDENTIFY YOUR CUSTOMER'S PAIN.

2 DON'T TALK IN GENERIC INDUSTRY TERMS. Research that individual and that individual's company, and GET SPECIFIC.

3 PITCH OUTSIDE THE PROVERBIAL BOX: Identify how they're being prospected by your competition. Engage them with MEANING and a little dazzle—social thought leadership, targeted messages, new tech-based sales presentations and personalized video emails.

4 MAKE IT HARD TO SAY "NO." Be likeable. Be friendly. Don't pitch them; engage them. Tell your story while you're telling theirs.

5 ASK FOR THE TIME. An oldie but a goodie, don't forget to come out and say what you want: their time.

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$$i\hbar \frac{\partial}{\partial t}\psi(r,t)= -\frac{\hbar^2}{2m}\nabla^2\psi(r,t)+V(r$$
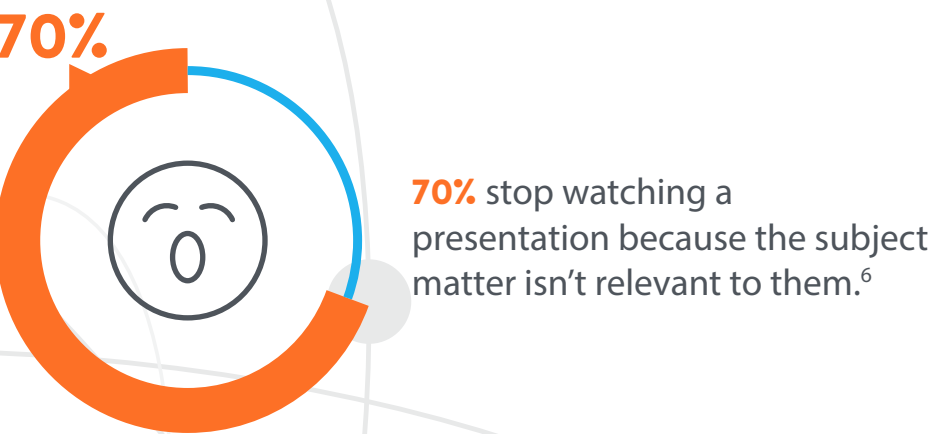
QUESTION

Do I have a winning presentation that will open doors? Or is my pitch dead in the water?

HYPOTHESIS

By testing various narratives and presentations, data will reveal the winning message.

RESEARCH

70%

70% stop watching a presentation because the subject matter isn't relevant to them.[6]

CONCLUSION

Choose the winner, and then tweak that presentation for each prospect.
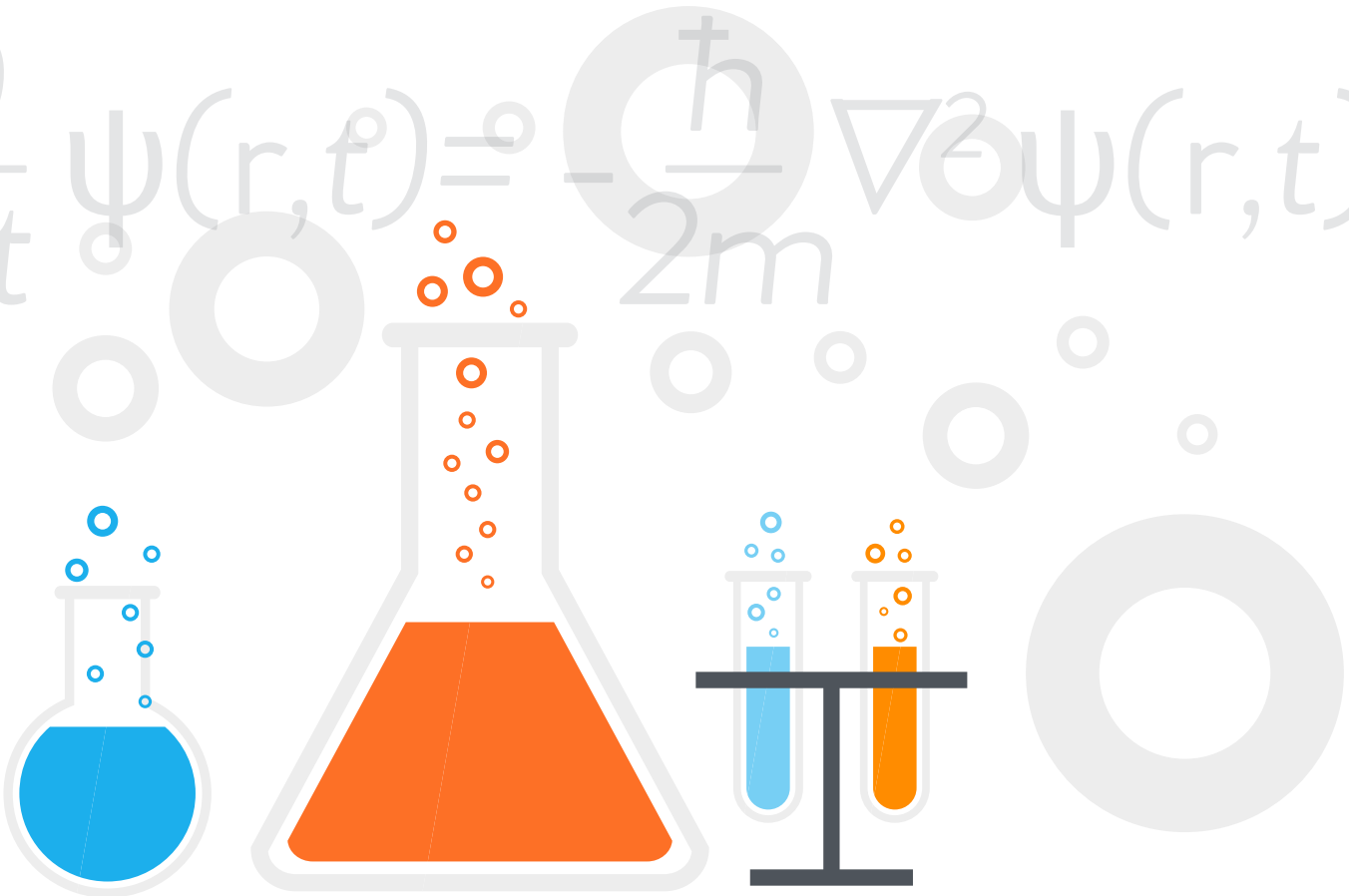
EXPERIMENT: OPEN THE BOX— IS YOUR SALES PITCH ALIVE OR DEAD?

1 CREATE THREE DIFFERENT EXPERIMENTAL MESSAGES

a. Here's what we do.

b. Here's a compelling, flashy teaser.

c. Here's what we can do for you.

2 LAUNCH THE EXPERIMENT

Using a sales enablement software with **video-narrated presentations**, send each of the messages to three test groups of prospects.

3 LET THE DATA DECIDE

a. How many opened the email?

b. How many watched the presentation for 30 seconds, 1 minute or its entirety?

c. How many downloaded the content offer vs. asked for a meeting?

d. What did people say on the follow-up survey?

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SAY **"YES"** TO
KILLER SALES PRESENTATIONS

SHARE YOUR WINNING FORMULA ON TWITTER USING **#ACCELERATESALES**.

SOURCES

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2. Moore, M. (2008). Stress of Modern Life Cuts Attention Spans to Five Minutes. Telegraph UK.

3. Atwood, J. (2013). 20 Shocking Sales Stats. SlideShare.

4. Heath, C. Dan Heath. (2007). Made to Stick: Why Some Ideas Thrive and Others Die.

5. Nijmeh, M. (2014). 5 Tips to Crush Your Year-End Quota. Business 2 Community.

6. PGi. (2013). "Presentations Survey."

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