

PRESENTATION

SOLIDIFYING THE AGREEMENT BEFORE THE PRESENTATION

The only goal of a presentation is to get the
order and confirm the close

PRESENTATION

- Most sales people make the mistake that they have to do this amazing dog and pony show and that's what's going to get people to buy
- That's totally backwards

PRESENTATION

- **The only goal of a presentation is to get the order and confirm the close**
- Once you enter the presentation step, you're not closing anymore.
- You already got the sale, you just need to confirm it
- You're only confirming what you already know

PRESENTATION

- **Setting Expectations is the close:**
 - Go over pain
 - Go over budget/money
 - Go over decision making process
 - Make sure nothing has changed, and if they did address it right there. You don't have to make a presentation just because you showed up
 - Get an agreement that after the presentation you're going to get a Yes or No. But we're not going to get a maybe.
 - (get them to agree to this to simplify what will happen after the presentation)

PREPARING FOR THE PRESENTATION

Preparing for the Presentation

- Only present items that relates to solving the pain of the prospect
- Not the time to use the techniques, be as clear as possible
- Don't surprise your prospect with new pains
- Whenever possible let the prospect touch the product
- Let the prospect interrupt. When this happens, STOP presenting and start listening

Preparing for the Presentation

- You don't have to finish the presentation - if they seem like they are ready to buy, you can close right there
- Work off prospects' responses- when they ask "can it do XYZ" ask them why they asked not Yes And
- Present in prospects most preferred combination style- visual, auditory, and kinesthetic
- Don't be afraid to abort- you can come back another time

BEGINNING, MIDDLE, AND END OF PRESENTATION & CLOSING THE DEAL

Presentation

- If team selling make sure you know what everyone is saying
- Also designate a team captain

Beginning of Presentation

- Open with addressing:
 - pains you will address
 - specific dollar amount to solve pains
- An agreement for to get a Yes or No at the end of the presentation. (not a maybe)

Middle of Presentation

- After the agreement, transition into a compelling opening to transition into the middle
- Example: Story, Personal Experience, Relevant Statistic, etc
- Then go into pains (most important pains first)

Middle of Presentation

- **Solving for Pains:**
 - **Issue** - pain, problem, & challenge
 - **Solution** - How your product solves for the pain
 - **Benefit** - The significance and why your solution is important to the prospect

Middle of Presentation

- **Example ISB**
 - **Issue** - HR software for a hospital. Manually processing resumes
 - **Solution** - Oracle Recruiting Software automates the entire process
 - **Benefit**- Save time doing manual work and making your employees happy and grow

End of Presentation & Temperature Close

- When you're 2/3s through the presentation take the prospects temperature
- On a scale of 1 to 10, how close are they to saying yes, with a yes being a 10

End of Presentation & Temperature Close

- **If less than 5** (negative response)- “I get the feeling you have no interest, is that fair to say?” Then ask what would it take to make that number higher
- **If 5-7** Continue presentation and take temperature again later
- **8 or above**- What do you need to see to get to a 10
- **10**- what would you like to do now?
- **Let the prospect close themselves and get out the way**