



EMPIRE  
TRADE EXCHANGE

SALES  
PRESENTATION  
SUPPORT  
GUIDE

# SALES PRESENTATION SUPPORT GUIDE

**The Sales Presentation, used as recommended in this Sales Presentation Supporting Guide, will guarantee you sales.**

When making a presentation you must remember the following:

- A. The presentation must flow smoothly, and be to the point.
- B. You have no more than your opening dozen or so words to relax the client and receive their undivided attention.
- C. To maintain the client's attention the presentation should be mainly visual, supported by strong verbal facts. The Sales Presentation does this.
- D. Have the right answers! The Sales Kit will give you the opportunity to make a very good presentation, however you must learn all of the objections that are explained in the Sales Training Manual.
- E. Most importantly, create a need in the prospects mind, than fill this need.

*Remember, if you remove the variables as they crop up throughout the presentation, by asking the client, "Do you understand . . . do you agree?" the client can only come to one conclusion.... "Where do I sign"?*

## THE PRESENTATION

### ***Before you open the Sales Presentation:***

Build rapport, learn about your prospect. If you can, find out what their plans are for their business. Do they have a business plan, or clearly defined goals? Knowing this will help you to "Match the benefit to the need" when presenting and closing.

"The purpose of my visit today is to discuss with you how Empire Trade can benefit your business, but first let me ask you one question."

"If I can show you how to increase your market share and turnover, improve your profitability, cash flow and lifestyle, all at a minimal cost to you, do you think you would be interested?"

**The answer will most likely be YES!**



## The Presentation Explained

Page 2            Point out that membership brings in CASH as well as trade dollars. Also point out the company slogan, "Right price....."

If the client is familiar with trade explain the significance of our Cash and Trade policy, and our "Fair" fee structure, with transaction fees only when you spend.

Page 3            The cartoon explains Barter Trade in simple terms.

Page 4            Points out how trade works.

Pause. Point to the graph, "We must be doing....".

Page 5 - 7        Ask the questions then pause for an answer.

Explain how they are throwing money away and ask WHY?

Page 8 - 9        The Trading Story explains how Empire Trade will improve cash flow. Ask the question, "Do you understand? *Only use this tool when you are confident with the concept!*

**Explanation:** To pay an expense of \$600 requires \$600 cash. With a profit margin of 50% of retail sales, to generate an extra \$600 cash profit requires the expenditure of \$600 to buy the raw materials to make the profit. You will then draw \$600 from your cash flow creating an overall cost of \$1,200 from your existing business cash flow. This leaves you \$600 behind the eight ball.

With the trade example, your existing cash flow is increased from the additional sales made to Trade members. This EXTRA business is over and above that which you already have. The profit generated from this extra business is taken in trade to repay the advance of trade used to purchase the expense items. In this example, your existing sales figures and cash flow are not negatively affected, and you have covered the expense items with business you would not normally have had if you were not a member of the exchange. This creates an overall advantage of \$1,200 in benefit to your business volume. You have increased turnover and improved cash flow and you are in front, not behind.

Page 10           Point out the benefits. These are powerful statements, supported by powerful images. Dwell on these pages and let the images sink in

Page 11 - 12     Do not get bogged down on these pages. Explain each section briefly, as further benefits of being a member. Quickly establish if the client will be an online member. If so explain that any information required is available on our comprehensive web site. Explain that their full account details are available on the web 24 hours a day 7 days a week

- Page 13 Explain online payment in real time, and manual payment options.
- Point out how simple it is!
- Page 14 Don't make membership cost and fees a major issue. Cover them, but don't focus on them. Emphasise Low Costs and NO costs. (Ask, "Can you see how cost effective it is to be a member?")
- Read these statements and pause so they sink in.  
(Learn the answers from your Training Manual and expand on the benefits)
- Page 15 And we will promote market and advertise etc (Directory Page)
- Page 16 As promised, I have shown you how to increase your cash flow ...etc.
- Trial close:** So what do you think of the concept?  
Can you see how Empire Trade can help you to achieve your business goals?.... All we need is your company name, ABN, contact details etc, **How would you like to cover this, cash, cheque or credit card?**
- If unable to close successfully, continue presenting.
- Page 17/22 Benefits at a glance, Barter Solutions, free promos, the warehouse, the advertising subsidy, telephones, and real estate, all extra benefits, but Skip briefly over these points, only stopping if you have identified the clients "**Hot Spot**" or been asked a question. Too much information will only cloud the client's decision making process.
- Page 23 The costs are visible to the client. No need to go over again. Say something like, "Empire Trade would be one of the most affordable, and certainly one of the most cost effective options within the Barter Industry, don't you think?."
- Page 24 **2<sup>nd</sup> Close.**
- "At the beginning of my presentation I asked you one question. Do you remember the question?"
- "Well I have shown you how to improve your client base, profits, cash flow and lifestyle, and all at a minimal cost to you, do you agree?"
- They can only say YES!
- "So let's do the paperwork. Shall we start with your Trading Name?"  
It is important at this point to remain silent and wait for the client, who has only two options.
- The response will be to either do the paperwork or to come up with an excuse. Understand the objections, believe in yourself and the benefits of membership and you will have the answers to any remaining negatives.  
If unable to close successfully, continue presenting.

Page 26: Use the Monthly Inventory Analysis for business and personal.

“Well now that you can clearly see Empire Trade can improve your bottom line by freeing up cash from your cash flow, why don’t we get this underway...”

**3<sup>rd</sup> Close:** If unable to close successfully, continue presenting.

Page 27-28: Explain real estate opportunity, if they are not interested at this stage, use this as an add on benefit for the future, as a personal residence or investment for retirement. Also review fairness of fees, category pages of the directory, and the latest newsletter.

**4<sup>th</sup> Close:** After reviewing all that we have to offer through Empire Trade, surely you would agree that very few organisations provide the assistance that Empire Trade does, particularly in the area of interest free assistance to purchase products, services and property. If you consider that we also help you to generate a trade balance to repay these interest free facilities, from business you would not normally have had if you were not a member. It is a pretty good deal. So what do you say... shall we get started?

If unable to close successfully, now is probably the time to prepare to move on, ensuring that the door is kept open for the future.

Pages 29 on are general info pages which may be useful at any time during the presentation.

**Last Chance Close:**

Here it is always important to ensure that you leave the door open. Never leave a client feeling that they have been harassed, pressured, insulted or denigrated in any way. Today just may not be a good day for them. You can try any number of techniques the following is one example;

“....., I am in business just like you, would you mind if I ask just one last question as part of my own performance analysis?  
How would you rate my presentation, could I have explained more clearly, do you feel that I left any unanswered questions?”

If you get a positive response, then ask, “Well why aren’t you coming onboard? I have obviously clearly demonstrated how you can increase market share, profits, etc etc, as a business owner I would have thought that this answers all your problems regarding market share and bottom line profit. So what do you say, shall we get you started....

If you get criticism, WELCOME it, and thank them for their input. Be genuinely excited at identifying a weakness in your presentation manner, style or information delivery and answer them with... Well if that’s all that is holding you back, you seem to be fairly switched on and I am sure you can see the benefits of increase market share, improving profits, etc, so if we put all that other stuff aside, why don’t we get you up and running as an Empire Trade member and on the road to achieving your goals sooner. So what do you say, let’s get you started...?





If still unsuccessful, leave with OK...., thanks for taking the time to look at what we have to offer, I would like to stay in touch to keep you posted on the additional services and benefits as they happen, do you mind if I drop in from time to time to let you know about the changes?

OK, I will probably call you in a month or two to see how you are going, thanks again.... and etc etc.

The above are examples, and are a resource for you to develop a full understanding to provide you with a starting point knowledge to begin presenting and developing your own sales techniques.

Learning as much as you can about Empire Trade will enable you to successfully close more sales, BUT the best way to learn effectively is to be in the field selling. Remember that a Sales Person sells, and an order taker merely picks up orders. The key to selling Empire Trade membership is to just get out there and apply the principles discussed in this manual. Present, close and ask for the cheque.

***Always remember to ask for referrals once the paperwork is completed as referrals are a sales person's life blood.***

If you follow these guidelines you should achieve a satisfactory success rate. It may not be on the spot but it will happen.