SALES PRESENTATION SKILLS

INSTRUCTOR GUIDE

1-DAY COURSE

SALES PRESENTATION SKILLS

HRDQ.

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Instructional design and learning philosophy

We are committed to providing the best core skills content possible for Instructor-Led Training (ILT). The following principles are applied in the development of programs:

Sound Instructional Design

All course content is developed using a variety of research techniques. These include:

- Brainstorming sessions with target audience
- Library research
- Online research
- Customer research (focus groups, surveys, etc.)
- Subject Matter Experts (SME)
- Interviews with trainers

Expert instructional designers create imaginative and innovative solutions for your training needs through the development of powerful instructional elements. These include:

- Learning objectives — effective tools for managing, monitoring and evaluating training
- Meaningfulness — connects the topic to the students' past, present and future
- Appropriate organization of essential ideas — helps students focus on what they need to know in order to learn
- Modeling techniques — demonstrate to students how to act and solve problems
- Active application — the cornerstone to learning — helps students immediately apply what they have learned to a real-life situation
- Consistency — creates consistent instructions and design to help students learn and retain new information
- Accelerated learning techniques — create interactive, hands-on involvement to accommodate different learning styles

Application of Adult Learning Styles

Adults learn best by incorporating their personal experiences with training and by applying what they learn to real-life situations. Our experienced instructional designers incorporate a variety of accelerated learning techniques, role-plays, simulations, discussions and lectures within each course. This ensures that the learning will appeal to all learning styles and will be retained.

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Course timing

Module One: The Prospect

Type of Activity	Segment	Time
	Overview of the day	15
	The sales cycle	15
	The development discussion	20
	Getting to know you	30
	Behavioral styles	20
	Prospect profile	15

Module Two: The Sales Presentation

Type of Activity	Segment	Time
	Sales presentation opener	15
	"So what?" thinking	15
	Involve the prospect	15

Reading

Written Exercise

Facilitation

Group Activity

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Reading

Written Exercise

Facilitation

Group Activity

Course timing (cont.)

Type of Activity	Segment	Time
	Checkpoints	10
	Close	15
	Removing roadblocks	20
	Communication tips	5

Module Three: Success Factors

Type of Activity	Segment	Time
	Preventable pitfalls	20
	Professional attributes	10
	Pointers for team presentations	20

Course timing (cont.)

Module Four: Distinguishing Characteristics

	Composure	15
	Creativity	20
	Collecting	15
	Wrap-up	10

Reading

Written Exercise

Facilitation

Group Activity

Contents

Contents (cont.)

Module Four: Distinguishing Characteristics

Appendix

Course objectives

Successful completion of this course will increase your knowledge and ability to:

Noticeably improve your sales presentations and subsequently increase your close ratio

Gain information and insights about a prospective buyer so as to develop and deliver a sales presentation in a manner that specifically addresses the prospect's needs, buying criteria, motivators, and behavioral style

More effectively develop and deliver aspects of a sales presentation that are essential to a successful outcome: the opening, impacts of your product/service, prospect perceptions and "buy-in," overcoming objections, and the close

Identify potential pitfalls in order to avoid them

Overcome the anxiety often associated with giving a sales presentation, and thereby present with composure that enhances your credibility with prospects

Heighten the interest, attention, and retention of prospects by injecting creativity into your sales presentations

Favorably distinguish your sales presentations from those of competitors by your professionalism and proficiencies

Module**One**

THE PROSPECT

2

The sales cycle

Focal points

The following points take on particular importance in selling situations.

Audience is:

_____

Aim: To achieve your objective, which is always the same in a sales presentation.
By the end of my presentation, this prospect will:

_____

Attention: From the first and throughout, in everything you do, be attentive and responsive to:

_____

Reminder: INAM—IAT: _____
Approach: Consistently speak to the prospect's view: their situation, their buying criteria, and what you can do for them.

Prospect buys   "Warm" calls
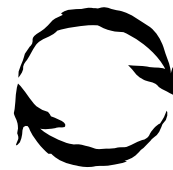
Sales presentation   Development discussion

Context: A sales presentation occurs in the context of the sales cycle.

Success: You'll achieve your objective when, from the prospect's point of view, you've "made a match."

Prospect has	Your present
Problem	Solution
Need	Satisfaction
Want	Fulfillment

The development discussion

This conversation with the prospect takes place *before* your presentation because, in order to *make the match* for them and successfully proceed to a sale, you need to:

> Develop a customer-service relationship with the prospect to encourage their trust in you
>
> Develop a *Prospect Profile* to gain information and insights about the prospect and their situation
>
> Develop ideas about what and how to present to this prospect

Do it A♦L♦L

Ask

> Open-ended questions prompt response from the prospect
> They convey a greater interest on your part
> Use "5 W's & H": who, what, when, where, why, how

Look

> Maintain focused and meaningful eye contact
> Observe the prospect's communication behaviors, and his/her manner of interacting with others
> Look around and notice what's in the prospect's surroundings

Listen

> Attentively
> Clarify, confirm, and explore further with follow-up questions
> If helpful, jot down notes
> He/she who talks the most learns the least

Because of what you want to develop in conversation with the prospect before the presentation, this is called a Development Discussion (Dev. Disc.). Re: Customer-server relationship: view yourself in the role of *serving* the prospect's needs.

With the 3 A-L-L points, engage participants interactively.
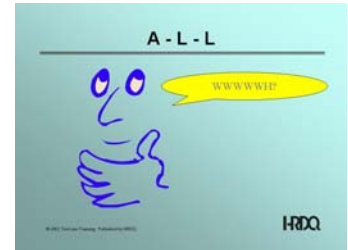
Ask: Emphasize *open* questions. Direct participants to jot down 2 or 3 questions they would ask during the Dev. Disc. Elicit examples from the group.

Look: Ask participants to close their eyes and keep them closed. Ask them, one at a time, to tell you something they've noticed about you or the person seated next to them (e.g. you're wearing a brown blazer). Ask: What did you discover from doing this? One point you're looking for is that many of us aren't very observant. With prospects, we need to be. Observe their behaviors and surroundings to pick up "clues."

Listen: Direct participants to join with a partner for a role play. Role 1=Prospect, Role 2=Seller. Instructions: Tell Prospects to talk about their company, problems, interests, what really matters to them. Tell Sellers to talk about the products and services they sell. Talk for 30 seconds, then debrief. Ask: Prospects, how did it feel when the sellers didn't listen to you? How much were the sellers getting through to the prospects?

Getting to know you

Buying criteria

People buy to satisfy needs. Identify the prospect's buying criteria and prioritize them.

> Performance
> Price
> Problem solved (or problem avoidance)
> Personal issues/agenda

Activity

Instructions: Read the case study and answer the questions.

Jan sells equipment to commercial and industrial customers. She received an invitation to bid from a company that is expanding operations and setting up a new facility in the area.

During her development discussion with the prospect, Mr. Prospero, he mentioned that he had recently been relocated to oversee the opening of the new facility. Jan formed the impression that he didn't have a bias toward one local supplier over another.

Mr. Prospero emphasized he was most concerned about finding a supplier who had proven expertise in his company's line of business, and he wanted a guarantee that the equipment would be delivered and installed by the specified date. When Jan asked about the budget allocated for the equipment, Mr. Prospero answered that the company would finalize the equipment budget after reviewing the bids.

In this situation, what is the prospect's buying criteria? If more than one, how would you rank them in order of priority?

_____

_____

_____

Buying Criteria

- Performance
- Price
- Problem solved
- Personal issue

For each buying criteria, offer an example relevant to the group or elicit examples from participants, asking them to draw on their experience. For example, ask: Which of you has worked with a prospect whose criteria was, "Solve the problem?" How did you identify that as the criteria?

Mr. Prospero's buying criteria: performance (expertise); problem avoidance (delivery)

Questions that can help you prioritize criteria:

> "The last time you purchased "X," what did you especially like about it? About the company you bought it from? What did you not like?"
>
> "What would you like to be different or better this time?"
>
> "Considering which "X" to buy: If you had to choose from among these factors (restate the prospect's criteria), which one would be most important to you?"

Motivators

People buy to satisfy needs. Identify the prospect's primary motivator and, when you present, appeal to it.

> Power
> Prestige
> Profit
> Pleasure
> Peace of mind

Activity

Instructions: For each of the buying motivators listed below, jot down words that would "speak to" a person who was motivated to buy for that reason.

Motivator	Winning words
Power	*E.g., in charge, control, leading edge, ahead, out front, a leg up, you get, win/winner*
Prestige	
Profit	
Pleasure	
Peace of mind	

To distinguish between buyer criteria and motivators, offer an example e.g., "I need a car to get to/from work. Mine was totaled in an accident." Ask the question, what are my criteria? Answer: Problem resolution. Ask: Depending on my primary motivator, what kind of car do I buy? (Go through list.)

To identify motivators: listen to what prospects talk about, what they're emphatic or enthused about, and the words they use when expressing themselves. Notice their surroundings, the car they drive, their attire. Draw clues from their interests, hobbies, what and from whom they've bought in the past.

"Winning words": referred to that way because the idea is to "win over" prospects by communicating in terms that appeal to them.

Prestige: recognized, noticed, classic, most popular, upscale, it's the rage, rated #1.

Profit: economical, savings, budget, cut costs, increase or decrease $, bonus, free, gain

Pleasure: enjoy, relax, lovely, exciting, adventure, explore, frees you, less stress, no hassles, you'll love it.

Peace of mind: relief, put your mind at east, problem-free, 24-7 support, customer care, you won't have to worry about.

Behavioral Styles

Need

Want

Dominant Descriptor

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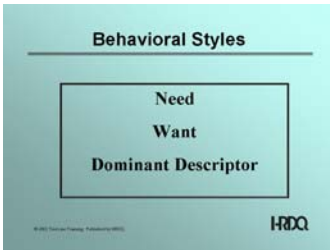
Ask: What do you recall about right-brain vs. left-brain thinkers? Review the characteristics of each.

PPT: Innovator (right brain extrovert): 1) Talk about concepts, big picture, change, potential, possibilities. 2) How? Expressive, animated, energetic, enthused, describe in visual terms. 3) Surroundings: colorful posters, inspirational plaques, books, have (or want) a view.

PPT: Caregiver (right brain introvert): 1) Teamwork, family, supporting (e.g., the boss), getting along. 2) More mild mannered, gracious, may seem passive, eager to please, smile. 3) Photos of family, children, pets; plants, personal knick-knacks.

PPT: Examiner (left brain introvert): 1) Reports, specs, test results, analysis, processes and procedures. 2) Literal, factual, few gestures, more serious expression, may look down at paperwork instead of making eye contact. 3) Spreadsheets, computers, binders of data.

PPT: Doer (left brain extrovert): 1)Their achievements, objectives, strategies. 2) Bottom-line, hurried (don't waste their time). 3) Awards, very professional and well-organized desk, planning chart or quota board.

Behavioral styles

Often, people are inclined to do business with those who are "like" them or with whom they feel they "connect." Identify the prospect's behavioral style—and adapt to it.

Extrovert

| Left brain
(methodical,
operational) | Goals
Action
Doer | Vision
Ideas
Innovator | Right brain
(spontaneous,
relational) |
| | Data
Details
Examiner | Harmony
Friends
Caregiver | |

Introvert

"Clues" to identify behavioral style

Style	What they talk about	How they talk about it	Objects in surroundings
Innovator			
Caregiver			
Examiner			
Doer			

Activity

Call to mind a prospect (possibly one with whom you feel you aren't having much success). In terms of how you interact with and present to them, briefly describe what you need to do to "connect" with them.

_____

_____

_____

Ask: What would you suppose might be the buying motivator of each type? Caution: Be careful not to pigeonhole or stereotype.

_____

_____

_____

Activity

Instructions: Select a sales presentation you will work with throughout this course.

Presentation: _____

Identify a prospect with whom you expect to give this presentation.

Prospect: _____

Using the prospect profile form on the next page, make note of:

> What you already know about this prospect
> What would be beneficial for you to find out before your sales presentation to this prospect

Those who influence the decision and internal advocate/s (those who like you and/or what you sell—they're a fan). When possible, have these people at the presentation. They'll root for "your side." Sometimes, salespeople make the mistake of presenting only to that person in the decision-making position (i.e. "the boss"). It's not unusual for the boss's decision to be influenced by others. Know who they are and include them.

Prospect profile
Date:
Discussion with:
Position:
Organization / # employees:
Department / # employees:
Final decision make by:
Decision influenced by:
Internal advocates:
Goals/objectives:
Needs/concerns:
Budget/cost issues:
Buying criteria:
Motivators:
Behavioral style:
Observations:
What/who are they using now?
What do they know about our products/services, company, me? How do they feel about us?
Trends in this organization? In their field?
Who else is competing for this business?
What very satisfied clients do I have in a similar line of business?