

Presenting

A sales presentation is an important skill or approach used by every business, whether it is a small or large company. A sales presentation is the tool used by businesses to communicate their value to potential prospects or clients or prospects. The value that your business provides is what your prospects evaluate during their decision-making process, and they decide whether your company's product or service is the best solution for their needs.

The company description part of your sales presentation can include your company culture, the way you do business and what is different and unique about your company. The product or service description part of your sales presentation should include more detailed information on your product or service features, and benefits to the prospect. Here you should explain how you work with your prospects or clients, how you are different compared to your competitors, how you satisfy your customer needs and why your prospects or clients do business with you.

For the formal presentation opportunity, you've likely worked through a tremendous amount of grunt work, front-end discussions, needs analysis, and internal buying processes to get to the presentation stage with a prospect or customer. Even for the informal presentation, the front-end work invested by a salesperson can be enormous. And in some cases you may not know which you'll have the opportunity to deliver until the last moment. Fortunately, the professional is prepared for either.

Hot Tips

- Avoid generic company information, ensure your presentation is bespoke and relevant
- It's time to tell a story that addresses your prospect's challenges
- Include detailed information on your product/service and the benefits to your prospect

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