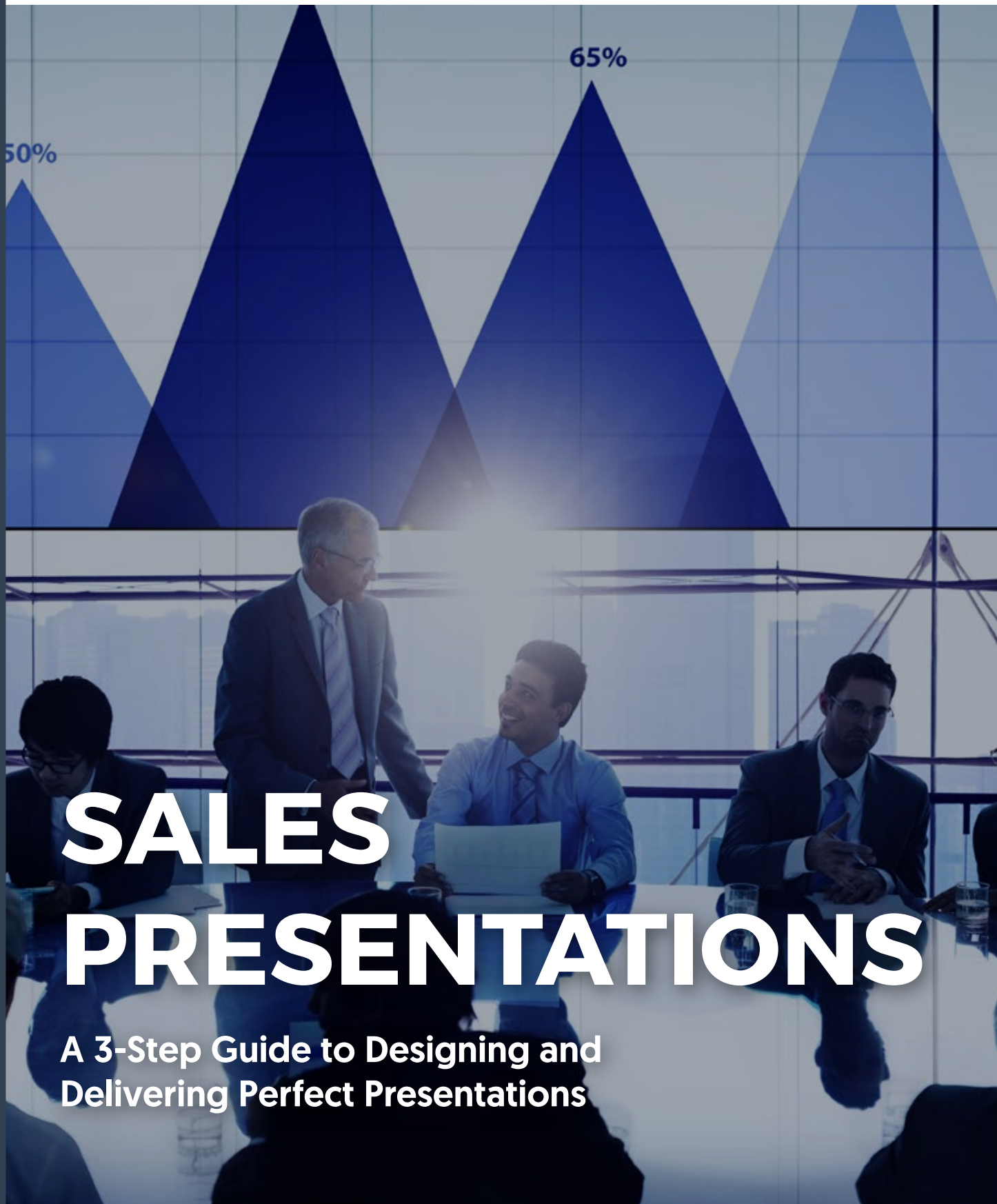


learningm!nds



SALES PRESENTATIONS

A 3-Step Guide to Designing and
Delivering Perfect Presentations

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INTRODUCTION

Many of us dread giving presentations. It's no rocket science to guess why. Just like any other skill, it requires practice. You could be a finance or marketing expert, yet you could be a 'not so good presenter' and that's okay.

Unless you are a professional speaker or your job requires you to present frequently, you might be asked to do just a handful of presentations each year or fewer. Effective presentation requires skills that many of us haven't built up in our day-to-day work, so you need to develop these skills in order to become a powerful presenter.

This booklet has been especially designed to help you develop your skills as a powerful and confident presenter. You'll learn simple yet effective techniques that will allow you to develop and use your own style to deliver compelling messages to your audience.

Happy Reading!

DELIVERING POWERFUL PRESENTATIONS: WHAT YOU NEED TO KNOW

Delivering powerful presentations is an art. It comes with practice. The aim of this booklet is to share tried and tested tips and techniques that would help you become more confident, persuasive, and enthusiastic when giving sales presentations.

TIP #1:

MAKING A STRONG CONNECTION WITH YOUR AUDIENCE

A. COMMUNICATING YOUR MESSAGE

The human brain is an incredible organ. The amount of information it processes every day is immense. Right now, your brain is processing information that you're reading in this booklet while simultaneously monitoring your vital signs, controlling your breathing, and possibly sorting through random thoughts floating in your head. Isn't that amazing?

And what's even more interesting is that our brain assigns value to everything that reaches our brain, whether someone tells us something, we read something somewhere or we see something. Based on this assessment, it decides whether it should trust what is presented to it.

Same goes for sales presentations. Your prospects do the exact same thing. They listen to you; they assess you and eventually decide whether or not they should trust you and do business with you. The most interesting part is that they do not make these decisions based on the features, benefits and facts that you present, they make these decisions based on how they feel about what you say.

During this decision-making journey, their brains try to connect with you and if this connection happens, the odds of them making a decision in your favor skyrockets, provided your product or solution is also credible.

One of the best ways to form this connection with your prospects is to express yourself. Tell them why you do what you do. It has a huge impact on your audience.

B. AUTHENTICITY

Most of us think of salespeople as clingy, pushy and more focused on their commissions rather than actually helping people solve their problems. Would you like to buy from someone who pushes you into buying something without really taking the time to understand your needs?

Have you ever been oversold, like you bought something based on the features of a certain product or solution that according to the sales representative was best-selling and then you found out later that you'd been lied to? Most of us have had this type of experience.

What needs to be realized is that our clients or prospects also have had those experiences and therefore they bring certain prejudices to the conversation. You need to be authentic in your conversations. Hear your clients out, understand their needs, and then propose your solution that best matches their needs.

C. ENERGY

Energy is contagious. There is no doubt about it. All great presenters have one thing in common. They are highly energetic. Their enthusiasm shows in the way they deliver their presentations. This is the main reason why people want to listen to them and want to believe in what they say. One of the basic steps in delivering a powerful presentation is making a connection with your audience. Connection leads to trust. Remember this always!

TIP #2

MANNERISM

A. EYE CONTACT & POSITIVE BODY LANGUAGE

Without a shadow of doubt, the words we speak are important, but do you know that non-verbal communication including our body language and eye contact, forms a major chunk of our communication. Let's say, you're looking to buy a refrigerator and you're asking questions about the features of this particular model you're interested in. The salesperson is answering all your questions, everything is going smooth but he's avoiding eye contact and he's continuously swaying. How would you feel? You would automatically start having doubts on his knowledge and his answers.

B. GENUITY

You're about to get a major bypass surgery. Everybody has told you that bypass surgery is not a big deal these days but there are some risks involved, which is a pretty normal thing. You meet your surgeon and you see that he's shaky and is sweating. He explains the procedure to you, but you notice that he's speaking too fast.

What are the odds that you are going to get the procedure done from the same surgeon? You would not want to go ahead with your decision of getting a surgery from that surgeon. The case of sales presentations is not very different. The feelings we convey to our prospects or clients go a long way. If they sense your nervousness, they would not move forward in the buyer-decision making journey. Do your homework and be confident when walking into an appointment or delivering your sales presentations.

C. VOICE

We all like listening to pleasant voices. Even if your voice is not pleasant, you can still attract attention of your prospects through the way you speak. A great voice can evoke positive feelings in our heart. The opposite of this is also one hundred percent true. If you hear someone who's too loud or speaks in a rough manner, you would automatically lose interest in their message. It goes without saying that it becomes a lot easier to make a connection with someone who speaks genuinely.

TIP # 3

APPEARANCE

A. ATTIRE

While you may think your attire is no big deal, it is. In fact it is one of the first things that gets noticed by people. Our attire and appearance is judged long before we actually begin speaking. First impressions are critical when it comes to making strong connections. This connection is critical to building trust. Whether we like it or not, our appearance can influence what people think of us. And although we have our own tastes and styles, we cannot just go with our choices all the time. Corporate dressing etiquettes require us to dress in a certain manner regardless of our personal taste.

B. POSTURE

Our body language plays an important role when it comes to making a first good impression. Posture plays an important role whether you're sitting or standing while delivering your presentation. Good posture sends signals of optimism and confidence. It also demonstrates that you're interested in the subject and in the people that you're speaking with.

You don't have to look far to understand the importance of positive body language. You can observe it in your own lives. When you're speaking to someone and they are sitting with their arms crossed as you speak to them, what would you think? You would think that they are not open to what you're listening or they're uninterested in your story. So, you see posture conveys strong messages. Pay due attention to it when you're attending a meeting or delivering your presentation because it could help you form a good first impression.

C. ORGANIZATION

Just imagine you're in a meeting with a critical client, a very large prospect. You need to bag the deal in order to achieve your sales targets for the year. To meet the needs of the prospect, you have invited an outside vendor. The room is full of executives and they are all set to finalize the deal with you. They're only waiting on that outside vendor that you've invited to the meeting. Now a sales rep from this vendor enters the room and places her bag that is loaded with things on the table. The bag is so full that it drops on the floor, spilling the entire contents everywhere.

What do you think your client would think? Certainly, they would not be impressed. They might even consider going with another vendor because of what they just experienced. It may look like a small incident to you, but it could change the entire perception of your client about you as an organization.

CONCLUSION

Delivering effective sales presentation is perhaps one of the most important responsibilities of a salesperson's job. If you're looking to deliver successful sales presentations, you need to learn how to make a connection with your listeners so that they're more receptive to your message. Additionally, you also need to learn how to conduct yourself in a more professional and confident manner so that you're able to deliver your value proposition in the right way.

WHAT'S NEXT?

At Learning Minds, we've helped sales leaders from different industries, master the art of presentation. Following programs are strongly recommended:

Compelling Sales Presentations

This workshop is a must for any sales professional who wants to increase close rates through more effective presentations. Attend this program to discover the most powerful presentation format and understand how to frame your ideas in the most interesting and valuable way.

Train the Trainer Bootcamp

This is a highly engaging and interactive three-day workshop, which explores how any trainer can increase involvement and learning retention by using the instructor led/participant-centered approach to training. This program will provide value for internal trainers & SMEs of all experience levels. Seasoned trainers will learn new ways to engage and enliven audiences with more than 50 alternatives to lecture and those new to the training profession will obtain a great foundation on how to use creative training techniques to attract and maintain the interest of their audiences.

Learn More

Visit www.learningmindsgroup.com to learn more about our programs and services. Our website also provides a wealth of information and insights on the most important issues facing leaders and professionals at all levels. We continuously update our website with news, stories, opinions, videos and research.

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