

Delivering a Dynamic 6-Step Presentation

Once you have appropriately established rapport in the greeting stage and elevated trust with your prospect, you move them into the prequalifying stage. After rating them as either an A, B or C lead you need to move the “A” leads to the presentation/demonstration level.

Each level carries its own weight and importance and the sale will not happen unless you handle them at the optimal peak.

The presentation is the most crucial step in the sales process. The reason why the presentation has so much weight (assuming you have successfully established rapport with and pre-qualified your prospect) is you have a highly qualified, motivated prospect that is ready to do business with you. This is contingent on you successfully conveying the value and benefits your products/service(s) deliver. If you deliver a quality presentation, objections will be removed and the sale is all but a forgone conclusion. This requires you to have a powerful presentation which should be scripted and memorized.

The 6 Steps of a Dynamic Presentation

Before you can *deliver* a powerful presentation, you must have a powerful presentation to deliver. Whether you are a small business owner pitching your product or service, a financial advisor, insurance agent or real estate agent; you need to craft your presentation in such a way as to:

1. Inform
2. Educate
3. Inspire
4. Compare
5. Persuade
6. Motivate

1. Inform

One core element of a powerful presentation is **informing** your prospect of yourself, company and product. Usually this is done in the beginning of the presentation. It is here where you will explain “WHO” you are including:

- Statistics stating:
 - ✓ Time in business
 - ✓ Percent of market share
 - ✓ Rank against competition
 - ✓ Number of sales

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- Information about yourself
 - ✓ Tenure with company
 - ✓ Brief highlights of accomplishments
- Core values and purpose

It is always important to be specific on what needs to be said without adding filler words and statements.

2. Educate

Educating your prospect on what you do: including an opening statement which very clearly states what your company does (tag line), your products, services and their feature/benefits are important and necessary components for your presentation.

This component of your presentation helps you determine if they have several problems (or at least one problem). They must have the ability to fix the problem(s) and a high enough motivation to take action to fix it, provided you successfully show them you have the *BEST* solution.

This is where you must *MAKE YOUR CASE* to your prospect. Consider trial lawyers for example. After going through similar if not the same steps you are going through in your presentation, the lawyer will take the information provided to the jury and based on their “evidence” and facts will attempt to convince or “persuade” the jury to their point of view.

Reinforcing the need during the presentation is a simple but powerful way of answering for your prospect what’s in it for them.

3. Inspire

Why should your prospect be excited about what you have to say? **Inspiring** your prospect in a dynamic presentation can be accomplished through several formats:

- Testimonies
- Pace
- Voice tonality and clarity
- Visual aids

Testimonies

Including legitimate testimonies and success stories is a requirement provided you have some to share. This can be delivered:

* Indirectly (example- include in handout material but not mentioned), or

* Directly by highlighting a few clients that most prospects could most clearly relate with and specifically state how your client(s) have benefited and/or the results realized with your product/services.

Pace

It is important to match your pace with your audience in general. You want to be fairly brisk but not talk too fast. Your prospect(s) needs to feel your energy and enthusiasm. If you sense or know your prospect is introverted (S&C) slow it down.

Voice Tonality and Clarity

Make sure you appropriately change the pitch in your voice to stress key words and phrases. Pause now and then to allow your viewer to reflect, absorb and apply what you are saying. Make sure you are enunciating your words clearly and effectively and that your sentence structure is accurate and grammar is correct.

Visual Aids

Visual aids are not only a nice way to inspire and draw in your prospect, but they are almost expected today. As a society we have become very visual and our attention span has decreased due to the overload of stimuli and options we have before us. This has shortened our ability to stay focused on one area very long. We need to be “entertained” and tantalized with more than one sense at a time to keep us focused. The best way to accomplish this is through a Dynamic PowerPoint presentation. (You can even take people through a presentation over the web if you are not able to meet face-to-face or if you sell over the phone. Go to www.presentationpro.com as a source for web-based presentations. You download your PowerPoint to their site.) For most sales models, a PowerPoint presentation is a viable way to enhance with visuals, drive home your points and keep your prospect engaged.

For live group presentations in addition to PowerPoint, flip charts are also good visual aids.

Draw Them In

An excellent way to inspire your prospects and draw them into your presentation is by mentioning their name several times during the presentation. It personalizes your presentation. Saying their name keeps your prospect tuned into the favorite topic your prospect wants to talk about most which is them. Mention their name when you are explaining key features and benefits specifically ones which might benefit them most. They will tend to listen more and make the connection between your product, their needs, and how your product solves their problems.

4. Compare

You want to be careful when **comparing against your competition** that you do not bring up an objection unnecessarily or get your prospect thinking of your competition. Mentioning the key market differentiators that separate you from your competition without specifically mentioning names is vital to a powerful presentation. Review “The Six Cores of You” and make sure you include and expand on your key differentiators and your company key differentiators as well as business benefits (not to be confused with feature/benefits of your products only).

5. Persuade

Now you need to take your prospect to the *persuade* level in your presentation. This requires you to create the urgency for the need exposed during your pre-qualifying and have reinforced during the presentation to this point.

Once you have successfully: informed, educated, inspired, and compared yourself and company and product; you need to **persuade** your prospect that your product is the best solution for their problem. Prior to the presentation, if you properly prequalified your prospect, you connected them to your product/service. For example, after stating your benefits, if you asked

“What would _____ (benefit) and _____ (benefit) do for you if you had the opportunity or decided to own/purchase _____ (product/service)?”

Asking several times during the presentation questions like this will reinforce the need and also help give your prospect mental ownership. Reinforcing and restating the key facts and benefits to them solidifies in their minds how they will be better off with you and your company. Get specific and more detailed of what they can expect.

Ask questions to make sure: they understand what you said, all their questions are answered and they understand how they can benefit from what you are offering. The key is to effectively respond to the answers of the questions given. Make it so they have no choice but to say yes. Time is always of the essence. Stress the “loss” of delaying and not “benefiting” sooner. Eliminating objections by addressing the common three or four with the answers at this point is a good place to get them out of the way now so you don’t have to overcome the stalls later.

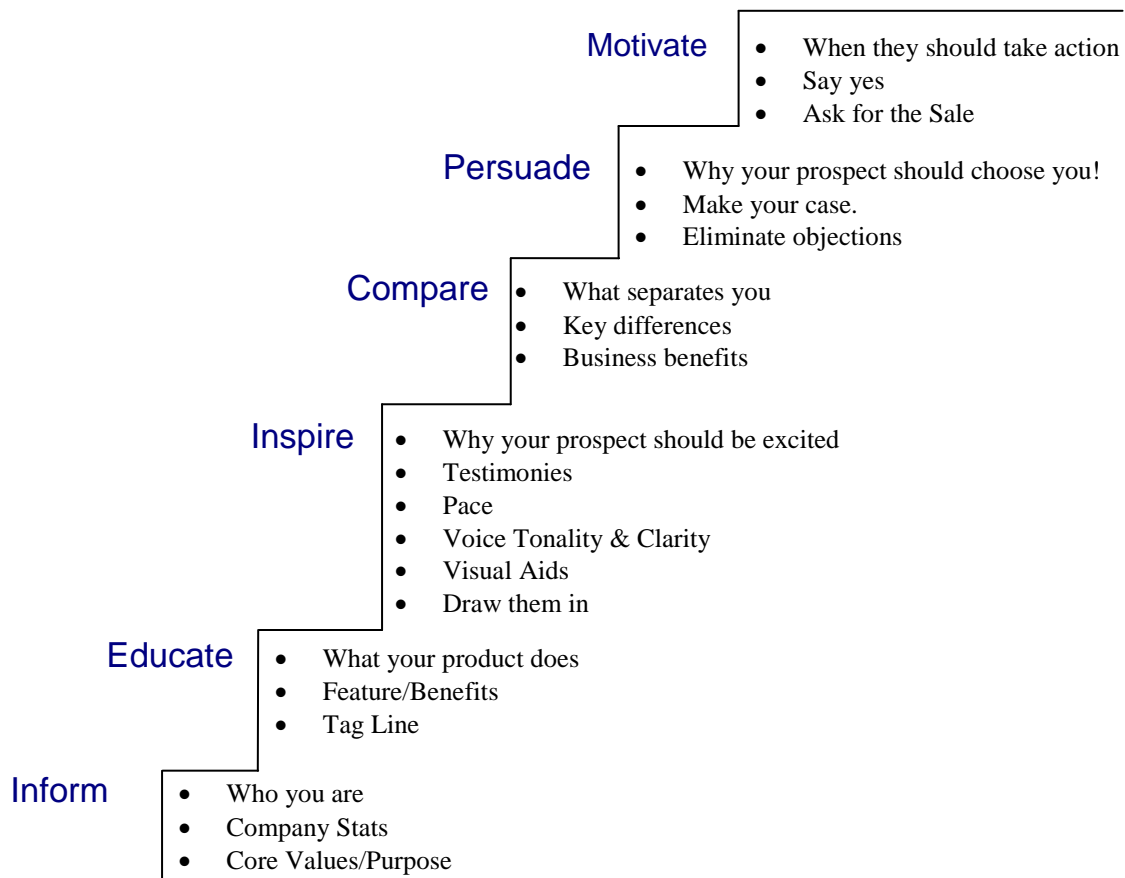
6. Motivate

Your prospect has to feel **motivated** to purchase your product after you have delivered your presentation for them, to want to buy or agree to purchase. If they don’t, you need to go back and see where you did not effectively perform during the presentation. To test their readiness and motivation to move forward, conclude the presentation by asking for the sale. Assume the sale is won and ask for their business. Many sales are not made simply because the sales person failed to ask the prospect for the order. If you have executed at all levels to this point, you will succeed and the sale will be yours if you ask.

If the response is no or you receive an objection, you need to process the objection and find out exactly where you missed a step. Then go back to the step where you missed and start all over again.

Review the “Six Steps to Delivering a Powerful Presentation” chart below and include this in your presentation notes to use as a guide should you need to redo a portion of the presentation.

SIX STEPS TO DELIVERING A DYNAMIC PRESENTATION



If delivered powerfully with a qualified prospect, following these steps should motivate your prospect to take action and say Yes now.

Delivering a Dynamic 6-Step Presentation *(continued)*