



# Target Selling Insights Giving an Effective Presentation

# Giving an Effective Presentation

These skills allow you to effectively involve your prospect in presenting or demonstrating your product or service.

## Why is this skill important?

There is a famous old quote that goes like this: "It takes a wise doctor to know when not to prescribe." In the old school method of selling, the traditional term "demonstration" meant showing how your product worked, what that product looked like, and all that it could do.

But in today's tough, crowded marketplace, the hard facts presented in a standard product-focused demonstration are often minor considerations to most consumers or buyers. Doing a data dump on a prospect merely adds your name to the long list of sources that continually deluge today's confused buyers.

Demonstration is no longer enough. In fact, it can even work against you in making sales. Instead, you need to focus on PARTNERING with your prospects to help them see how they can APPLY what you show them. If you do, they will retain as much as 90% of your sales presentation!

To any prospect, whatever price you quote is too high until that person truly understands the value of the actual application or utilization of your product or service. Product knowledge is not how much data you have memorized. Rather, it is how good you are at assessing what you know and putting it in terms that are meaningful and beneficial to your prospect or customer. By combining product and application knowledge with what you have learned during the qualification phase of the sale, you can present your product or service in a meaningful and valuable way to your prospect.

The transfer of ownership must occur in the prospect's mind before he or she will sign on the dotted line. You must get them emotionally engaged before they are going to buy your products or services.

The most important question that the prospect asks is, "What's in it for me?" or "What am I going to get for my money?" When your prospect says, "It costs too much," what he or she is really saying is, "It doesn't have more VALUE to me than the MONEY that you are asking me to spend for it."

Interestingly, studies show that the typical salesperson is much more concerned about price than the typical customer is. So you must avoid making price an issue yourself—the important principle to remember is that without a value interpreter, all sales degenerate into a struggle over price.

Your goal in making an effective presentation is to focus on value and work to deliver it. Showing your prospect the benefits of ownership is your key to creating value. Value, value, value, not price, price, price.

### **What are skills associated with Giving an Effective Presentation?**

Someone who has mastered skills associated with Giving an Effective Presentation:

- Is knowledgeable about all aspects of products or services he or she sells.
- Is able to listen to what a prospect says and implies and synthesize it into an understanding of what the prospect really needs and wants.
- Doesn't allow presentations to customers to focus on price; rather, he or she understands the importance of establishing value in the customer's mind.
- Has enthusiasm and belief in products/services he or she is selling.

### **How do you develop your own skills in Giving an Effective Presentation?**

- Be prepared. Learn what your customer most wants and needs, and tailor your presentation to address those issues.
- Don't do a "data dump" on your customer. Choose what information you present carefully and thoughtfully.
- Make sure you show and tell your product with the power to sell. In other words, demonstrate the correct product in the correct terms that meet the stated needs of your customer.
- Answer the prospect's biggest question to get the action you want. What's the biggest question? "What's in it for me?"
- Be sure you know as much as you possibly can about your products and services.
- Target your prospect's key benefits to heighten desire—people do things for their reasons, not yours!
- Stay alert for strong reactions from your customer. What elicits an emotional response from them? What gets them leaning forward and talking about how excited they are about it?

- Consistently ask for the prospect's reactions and feelings about what they have seen and heard.
- If you don't know what your prospect thinks, ask. Just come right out and say, "What is it that you like most about what I have shown you?"
- Have an objective for the presentation or demonstration.
- Cite a few benefits that relate to the needs of the prospect or customer—use a summary statement that summarizes what the prospect has told you about his or her needs.
- Allow the prospect to fully experience your product or service—get them involved.
- Don't make your presentation too long! Sometimes the most effective presentations are only 20-30 minutes long!
- Allow your prospect to experience your product, but make sure they talk about it at the same time. Don't make the mistake of talking more than you listen!
- Use the word "recommend." As in, "Based on what you have told me, I would RECOMMEND the following..."
- When you are recommending solutions, CHOOSE and SHOW only the appropriate, relevant product or service.
- Present every relevant product or service enthusiastically and knowledgeably. If you don't know the answer to a customer's question, tell them you'll find it out and get back to them. Then do it.
- Avoid making price an issue. Focus on how your products will add value for your customer, not how much they will cost your customer.

# Giving an Effective Presentation

## **Activities**

### **Activity 1: Designing Your Presentation**

In this activity, we're going to work on the nuts and bolts of your next presentation.

Date of Your Presentation:

Name of Company/Individual You're Presenting to:

What is the objective for this presentation or demonstration?

What do you know now about what your prospect needs or wants?

Based on what you know right now, cite a few benefits that relate to the needs of the prospect or customer.

NOTE: When you are in front of the prospect, don't forget to LISTEN. Before you get going too far in your presentation, use a summary statement that summarizes what the prospect has told you about his or her needs.

How can you allow the prospect to fully experience your product or service— get them involved?

Based on what you know right now about your prospective customer, what products or services would you recommend? Use these as a guideline, but don't forget to adjust your recommendation as you learn more from the prospect in person.

### Activity 2: Learning from Others

Who's the top seller in your organization? How does he or she do presentations? Ask if you can accompany him or her on a meeting with a prospect or customer— do your best to make observations about how he or she works, how the customer reacts, and what lessons you can learn from observing him or her.

### Activity 3: Value Statements

It's important not to let price become the key discussion point in your presentation. If it does, you haven't done a good job of creating value in your prospect's mind.

In the spaces below, list five of your company's most popular products and/or services. Then, for each product or service, list four features and four benefits. Remember, a feature is a factual item such as "it has four stainless steel gears." And a benefit is something more like, "stainless steel means they won't rust, reducing your maintenance worries and costs."

Product 1= \_\_\_\_\_

Features

Benefits

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

4. \_\_\_\_\_

Product 2= \_\_\_\_\_

Features

Benefits

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

4. \_\_\_\_\_

Product 3= \_\_\_\_\_

Features

Benefits

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

4. \_\_\_\_\_

Product 4= \_\_\_\_\_

Features

Benefits

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

4. \_\_\_\_\_

Product 5= \_\_\_\_\_

Features

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Benefits

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

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