

PRESENTATION GUIDE - FEEL GOOD ABOUT SELLING

This guide provides a clear path to follow when presenting a solution. It will help you and your prospect stay focused and on task.

OPEN	
<input type="checkbox"/> Rapport/human connection	People are busy and stressed, empathic statements go a long way to build human connections, e.g., "I appreciate you carving out some time, I suspect you have a lot on your plate." Pause.
<input type="checkbox"/> Tech check	Especially remote, ensure people can see and hear you clearly.
AGENDA	
<input type="checkbox"/> Timeframe check	Set the time expectations.
<input type="checkbox"/> Confirm understanding, question	Confirm (or reconfirm) what you're there to discuss.
<input type="checkbox"/> Your unique point of view	Set the stage for how you're different
<input type="checkbox"/> Next steps & plan	Build in the end of the meeting at the beginning of the meeting
DEMO - PRESENTATION	
<input type="checkbox"/> 1. Address lead story 1st	Ensure that you're talking about a solution to their #1 problem before moving on to any others.
<input type="checkbox"/> 2. Contrast to market	Contrasting to other approaches respectfully helps your prospects to hear you and see you more clearly as a solution, e.g., "Rather than traditional approaches..." Or, "Unlike typical solutions..."
<input type="checkbox"/> 3. Educate & reframe	Help prospects understand new business realities, and to think differently. Show them the competitive edge they would gain.
<input type="checkbox"/> 4. Ownership questions	Don't lecture. Go slow. Build in pauses. Ask engaging questions, e.g., "How is this sitting with you, or am I off base?"
CAST VISION	
<input type="checkbox"/> 1. Cast vision as you go	Don't highlight "cool" features, instead be clear on the value it provides to your prospect. Show what it enables them to do. Cast a vision for a new future state, e.g., "This allows you to..."
WRAP UP	
<input type="checkbox"/> Recap solution stories	Recap what was covered, reiterating how it solves their problem. Cast vision again for their new future state...e.g., "this enables you to..."
<input type="checkbox"/> Ownership questions	Invite your prospect to take ownership of your solution. Example: "Do you see what we discussed today as helpful in your context, or did we miss the mark?"
<input type="checkbox"/> Transition questions	A transition question helps keep everyone focused, e.g., "Is there anything you haven't seen today that you were hoping to see?" Or, "What else can I show you to help you in your decision?"
MONEY	
<input type="checkbox"/> Clear price	Deliver a clear price/package or 2-3 options from which to choose
<input type="checkbox"/> With confidence	Do it with confidence - calm, assertive (don't hesitate or flinch)
<input type="checkbox"/> Hold the price	Don't drop or justify the price. Prospects may respond in a variety of ways. See the handling objections section in the book.
PLAN FORWARD	
<input type="checkbox"/> Process from here	Discover their internal process, e.g., "Help me understand your internal process when making a purchase like this?"
<input type="checkbox"/> Others decision makers, blockers	Is there anyone else we need to involve now to ensure we're able to keep things moving for you?
EMAIL CONFIRMATION	
<input type="checkbox"/> Clear next steps and timeline	Layout the path forward in an email (see email follow up template)
<input type="checkbox"/> Confirmed by prospect	Ask your prospect for confirmation, e.g., "What did I miss?"