The Smart Sales Solution™

SIX STEPS TO DELIVERING A DYNAMIC PRESENTATION (ANNOTATED)

Motivate

- When they should take action
- Say Yes
- Ask for the Sale

Persuade

- Why your prospect should choose you
- Make your case
- Eliminate objections

- Guarantee forms
- Pledge Form
- Buyer Agreement

Compare

- What separates you
- Key differences
- Business benefits

- What you provide that your competition doesn't
- How you crush the competition
- Feature/Benefits
- Proposal

Inspire

- Why your prospect should be excited
- Testimonies
- Pace
- Voice Tonality & Clarity
- Visual Aids

- Photos & Personal Testimonies
- Previous Prospect photos / video
- Power Point, Professional bound packet, pocket folder

Educate

- What your product does
- Feature / Benefits
- Tag Line

- How the (event / product / service) works
- Choosing the right company / representative
- Market conditions: graphs, pie charts
- Meeting 3 greatest needs

Inform

- Who you are
- Company Status
- Core Values/Purpose

- Personal page: photo, core values/purpose, business stats, personal info
- Company Page: stats, market share, core values/ purpose

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