

**Up-A-Notch™ Sales Training System
for Outside Salespeople**

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Persuasive Presentations I

Participant's Guide

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Notes & Exercises

Notes

Everything you've done so far has been designed to get you to this _____.
The relationship building, organization, preparation, information gathering – all these are _____ to an _____. You do them so that you can get to this place – _____ your _____ to a _____ customer.

There are _____ important parts to this skill. The first is _____ the presentation, and the second is _____ it well.

Principle: Your _____ is always _____ than just the product or service or program that you are presenting.

By "Offer" I mean the sum _____ of that which you are _____.

Your customer doesn't just buy a product or service, he /she also considers:

- ◆ your company's _____ and experience
- ◆ your company's history in that particular _____
- ◆ the _____ of your company being around to _____ the sale
- ◆ the salespeople who represent your company
- ◆ the _____ – or how they pay for your offer
- ◆ how they buy and order it
- ◆ what sort of guarantees or _____ comes with it
- ◆ the delivery time and method
- ◆ what sort of _____ will be required from _____ to _____ it

- ◆ what sort of _____ you have made to help them implement it
- ◆ how this product or service _____ that they may have or that they may be considering.

Principle 2: Presentations are always about _____ subjects: your _____ and your _____. One of the most common mistakes that salespeople often make is this – they focus their presentation on their _____ – forgetting to talk about the _____.

Principle 3: The more you _____ the customer, the more _____ is your presentation.

Here's the overall strategy, expressed in a way designed to make it easy to remember: Effectively _____ your _____ to your _____. The key word here is _____. You start with the beginning piece – your _____ and _____ understanding of the customer's _____ and _____, the implications of those, and the _____ those implications have on the _____ within the organization. Then you select which _____ and which _____ to describe.

So, on one hand you have your best _____ of the customer's _____. On the other you have your most _____ and thoughtful preparation, and then you have the process for bringing the two together. This whole thing can be called _____.

Let's focus on preparing the content of your presentation. First, keep in mind that amount of _____ and effort you spend _____ for your presentation depends on how big the deal is. Your preparation could be as minor as taking a few moments in your car before a _____ call and _____ over a sell sheet. Or, it could encompass several _____ of intense _____ with a team of people.

Step One. Describe your best understanding of the customer's objectives.

The place to start is a recap of what the customer _____.

When you adhere to this discipline, it keeps you _____ on what is most important part of your _____, and prevents you for going off on tangents.

Step Two. Select the salient features of your product or service.

Because every customer is _____, every _____ should also be different.

Step Three. Prepare to communicate the features with _____ and _____.

There is credibility and _____ in _____ detail.

Another way to add power to your presentation is to prepare _____
_____.

Step Four. Translate the features into specific _____.

Remember, a good presentation is always about two subjects – your _____ and your _____. When you're describing a _____, you talk about it. What you're describing a _____, you talk about your customer.

Step Five. Render those into descriptions of _____ emotions.

Step Six: Gather your materials.

Finally, you need to _____.

If you have worked through these steps, you are now ready to deliver your presentation.

Exercise One: Preparing Persuasive Presentations by Profiling Your Customer

Directions: The first step in preparing a persuasive presentation is to concentrate on knowing your customer. Use the form below as a mechanism to capture important information about your customer. Working in a small group or with a partner, fill out the form for an imaginary, though typical, customer. Make up the information to fill in the form, but do so as realistically as possible.

Customer Type: _____ Position: _____

Situation: _____

Customer's objectives: _____

Implications: _____

Feelings: _____

Behavioral Style: _____

Language Notes: _____

Buying Motivation: _____

Exercise Two: Preparing a Presentation

Directions: Now, take the information from the previous exercise and use it to prepare a presentation. Select a product, service or program to present. Use all the tips and techniques discussed in the video to prepare a persuasive presentation of that offering to the customer you profiled. Use the form below to capture your thoughts.

Customer: _____

Product/Service/Program: _____

Customer's Objectives:

1. What aspects of your offer is this customer concerned about, above and beyond the product/service/program? _____

2. Exactly how will you involve this customer? _____

3. How will you match your offer to your customer? _____

Your Customer's

Your

Problems/Objectives:

Features:

Implications:

Benefits:

Feelings:

Feelings:

4. What materials will you need? _____

5. What will you ask your customer to do as a result of your presentation? _

Exercise Three: Generating Ideas

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.



Decide to invest a certain amount of time in self-improvement every month.

Remember, a good idea is one that

- * focuses on the future*
- * focuses on action*
- * focuses on your behavior*
- * is a small step toward one of your learning goals.*



Use a specific process in order to learn more effectively.

Exercise Five: Precisely Prescribing

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

I will set aside two hours every week for personal improvement and keep a record of what I do in that time.