

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

By Dave Kahle

Persuasive Presentations II

Participant's Guide

Persuasive Presentation II

Notes & Exercises

Notes

The subject today is making persuasive presentations. In the previous session, we focused on the processes and principles for preparation. In this session we're going to focus on execution – delivering the presentation that you have prepared.

First, let's review the three key principles

Principle 1: Your _____ is always _____ than just the product, service or program that you are presenting.

Principle 2: Presentations are always about _____ subjects: your _____ and your _____.

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

Here are ten tips for delivering those powerful presentations.

1. As much as possible, control the _____. What you want to do is focus your customer's _____ on your _____. The strategy here is to do what ever you can, before the presentation, to _____ the _____ of any _____ so that he can focus on what you have to say.
2. Make sure you're presenting to the right people.
3. Begin your presentation with a _____ of your customer's _____. Begin your presentation with a _____ of what your customer wants to achieve – the _____ to be overcome, or the _____ to be gained. In a small presentation, you can just _____ go

- through this step. In a larger and more important _____, I like to _____ and hand it to the customer.
4. When you describe the features of your offer, use lots of _____.
 5. Work as _____ into the cone as possible. Build the most _____ audio and visuals into your presentation as possible.
 6. Keep your customer _____. Get your customer involved in the presentation as _____ and _____ as possible.
 7. Use “proof”. Remember, it’s always more powerful to have someone _____, other than _____ or your company, say _____ things about your product or service.
 8. Use your _____ language and communication style.
 9. End every _____ with a description of the customer’s next _____.
 10. Be _____, _____ and concerned.

One of the most powerful _____ impacting a buying situation is the feeling of confidence. You want your customer to feel _____ – confident in you, in the product, and in your company. If you sound very confident, it encourages the _____ to feel confident _____.

Exercise One: Preparing Your Presentation

Directions: In a moment, you are going to role-play a presentation. Your job will be to use the preparation that you did during the last session and to actually give that presentation to one of your colleagues who will be playing the role of the customer. Take a few moments now to collect your thoughts, and to plan how you are going to implement some of the ideas from today's lesson in your presentation.

Exercise Two: **Role-Playing Your Presentation**

Directions: Group together in groups of three people. One person will play the role of the salesperson and present, in no more than five minutes, the presentation he/she has prepared. One person will play the role of the customer, and one person will be the observer.

When you are the observer, use the form below to rate the salesperson. After the first person has presented, take a few moments and discuss your observations of what the salesperson did well. Use your notes on the form to guide your discussion.

After that, rotate the roles, and repeat the role-play. Someone else should be the salesperson, someone else the customer, and someone else the observer.

Repeat the process again until every one has had an opportunity to present and to observe.

Observation Form for Persuasive Presentations

Role Play

Salesperson: _____

1. To what extent did the salesperson control the environment? 0 1 2 3 4 5

Example:

2. How well did the sales person articulate the customer's problems and objectives? 0 1 2 3 4 5

Example:

3. To what degree did the features match the customer's P.I.E.? 0 1 2 3 4 5

Example:

4. To what degree did the salesperson use detail in describing features? 0 1 2 3 4 5

Example:

5. To what degree did the benefits match the customer's P.I.E.? 0 1 2 3 4 5

Example:

6. How deeply did the salesperson work into the "cone of experience?" 0 1 2 3 4 5

Example:

7. To what degree was the customer involved? 0 1 2 3 4 5
Example:

8. To what degree did the salesperson use
“proof?” 0 1 2 3 4 5
Example:

9. To what degree did the salesperson reflect
the customer’s style and language? 0 1 2 3 4 5
Example:

10. To what degree did the salesperson end with
A³? 0 1 2 3 4 5
Example:

11. To what degree did the salesperson project a
sense of confidence? 0 1 2 3 4 5
Example:

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.