Business Presentation Design

Department of Success

Why: Purpose

❖ To inform...

❖ To influence...

❖ To enlighten...

❖ To motivate...

❖ To educate...

Which of these increases revenue in your practice?

❖ *To generate leads...*

❖ *To sell...*

What is *selling*?

❖ A *learned* skill

❖ Slight altering of a prospect's belief systems

❖ Communication from honesty, integrity, and compassion

❖ Differentiation: Unique Selling Proposition

❖ Illustrating value = Benefit ÷ Cost

Where: Contexts

❖ Public speaking (front-of-room)

❖ Direct one-on-one

❖ Phone conference

❖ Webcasting

❖ Classroom (teaching)

For whom: Audience

❖ Prospective clients

❖ Prospective referral sources for clients

❖ Decision-makers for prospective clients

❖ Colleagues, peers

Constraints

❖ Time

❖ Media

❖ Audience background, vernacular

❖ Practitioner experience/scope of practice

Structure

❖ Opening (10%)

    ❖ Whole-part-whole

    ❖ Establish rapport, credibility

    ❖ Qualification/relevance

    ❖ Generate curiosity: interest-creating remark

Structure (2)

❖ Body/persuasion (80%)

    ❖ Goal to have audience adopt same or similar view as relevant to business

    ❖ Benefits and features

    ❖ Stories: invisible selling; inspiring; build belief

    ❖ Main point(s), maximum of three

        ❖ One to two supporting items for each

        ❖ Confirm understanding, agreement

Structure (3)

- ❖ Close to action (10%)

    - ❖ Reinforce initial qualification

    - ❖ Restate main point(s)

    - ❖ Call to action, offer

How: Mechanics

❖ Identify match for marketing strategy, target

❖ Springboard

    ❖ Borrow other people's scripts

    ❖ Tell success stories

    ❖ Reverse engineer your script (dominos)

    ❖ Pre-handle objections

Handling objections

❖ Identify common objections to industry/business

❖ Approaches

    ❖ Use a success story

    ❖ Ask a question to probe for understanding

    ❖ Isolate

    ❖ Investigate

Close

❖ Natural conclusion to well-delivered sales presentation

❖ Decision point for prospect's next action:

  ❖ ...to submit lead information

  ❖ ...to book an appointment

  ❖ ...to view marketing literature/web site

  ❖ ...to buy product/service

Closing techniques

❖ Remember that selling = service (filling need)

❖ Types:

   ❖ Recommendation

   ❖ Guarantee

   ❖ Quote/proposal

   ❖ Assume the sale/appointment

   ❖ **Ask** for the sale

Visual aid guidelines

❖ Refer to visual promotion piece guidelines

❖ Limited pyrotechnics

❖ Highly relevant

❖ Not a substitute for knowing material

❖ PowerPoint/Keynote/Word/Pages slides recommended