



Communication Guru™

Smart Tips for Communicating Effectively and Profitably in Business



by Debra Hamilton

Sales Presentations: What Is Your “Wow” Factor?

Sales presentations can set you apart from the competition, or not. Everything from the first impression you make to the content you present will determine if you will gain the prospect’s respect and business or walk away empty-handed. Everything you say and do should be designed to deliver a powerful *wow* factor—a response from your prospect that says, “Wow, tell me more.”

Wow Factor #1: Focus your presentation on a single objective that shows the prospect you understand his/her needs and can deliver results. For example: *During this presentation, I will show you how you can retain 10% more of your most profitable customers by implementing Sales Masters CRM software.*

Wow Factor #2: Create content that answers your prospect’s immediate hot button questions. Write out the questions you anticipate and develop vital talking points to address the need, answer questions, emphasize benefits, and demonstrate results. Show the prospect you understand how to move their business toward improved results.

Wow Factor #3: Involve prospects early in the presentation by asking them thought-provoking questions you have prepared in advance. Spend ample time listening, paraphrasing back what you hear, and getting them involved so they feel like they are part of your team and the solution. Questions might include: *How do you distinguish a profitable customer from an unprofitable customer? How are you currently developing relationships with your high-value customers? What has worked? What has not*

worked? What services do your high-value customers expect? Ask relevant open-ended questions that engage your prospects in a robust dialogue; avoid putting people on the spot with awkward, random, or leading questions.

Wow Factor #4: Anticipate any and all objections prior to the presentation and build responses and value statements to address them before the prospect can raise them. Have questions prepared that help a prospect articulate the real objection versus a stall (*I want to think about it*) and that speak to a value-based solution. For example, if a prospect expresses satisfaction with a current supplier, you might respond: *If we were able to run a pilot program with a segment of your high-profit customers, would that help you to make a decision?*

Wow Factor #5: Position yourself as a trusted advisor. Give your prospect information that is hard to find and that will improve decision making, business results, and competitive advantage. Items to consider include: a chart that compares your products and services with those of your competition; a newsworthy article that points out a valuable industry trend; a factual tip sheet on how to select a qualified vendor; a newsletter that provides best practices and hard-to-find success tips.

Wow Factor #6: Develop your personal brand and be totally prepared, professional, and passionate. Develop a distinct and consistent brand that resonates with prospects on an emotional, almost unconscious level. Project your brand during every sales presentation and client interaction. Consistency builds your brand and trust.

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