



FOR WORK

Sales Presentation Prep List

Our Sales Presentation Prep List helps you tailor your offerings to your audience. Speak to them about the things they care about and demonstrate how you can help them meet their needs and goals. Print out our checklist and use it to organize your thinking and your presentation.

Included:

- 2 Quick Tips**
- 4 Prep List**

INTERNATIONAL  PAPER

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Quick Tips

Sales Presentation Quick Tips

Make sure that your presentation is focused and effective. Read our quick tips below before you start on the prep list.

Quick Tips

You are the focus; it's not about you.

As with any presentation, remember that the PowerPoint or printout you are using is not the focus. You are the presentation; those things are just tools to support you.

Be prepared.

Take the time to do some homework so that your presentation is tailored to your audience. Remember, you want to speak with them, not at them.

Do you care?

One of the things an audience picks up on immediately is your energy level. If you seem bored, they will be too.

What do *they* want?

Forget about communicating all the special features of your product or service – that can come later. What is important in a good sales presentation is connecting what you do to what they need.

Prove it.

The purpose here is not to brag, but to provide convincing evidence that you can help your audience achieve their goals.

Leave the door open.

One way to end your presentation is with a few questions that get your audience thinking. The goal of these questions is to give you something to speak about with them after the presentation, or in a follow-up call or meeting.

Prep List Materials

Sales Presentation Prep List

This preparation checklist can help you streamline your presentation and make it more effective.

Before you prepare your presentation, take a few moments to ask yourself some important questions.

What You Will Need

Hammermill® Premium Color Copy 28 LB.

Questions

Who is the audience?

Be specific. Who are you talking to and what makes them different?

What are their needs?

*What are your audience's needs and goals? What are they trying to achieve?
What are the obstacles or challenges they face?*

How can you help them?

*What product or service do you offer that connects to their needs or goals?
Be specific about how you can help them in ways that no one else can.*

Can you prove it?

*Can you provide short examples of similar needs or challenges faced by
other customers that you have successfully helped with in the past? What
was the result?*

What does helping them lead to?

*If your product or services helps them with their immediate need or goal,
what comes next? Can you help them with their long-term goals? Can you
give them ideas that can help them grow their business? What questions
can you ask that will make them want to talk with you to learn more?*
