

# BUILD A BETTER SALES PRESENTATION

for B2B Sales Professionals and Entrepreneurs

SALES *expert*

**LOCATION:** Best Western Hotel, 1714 Pembina Highway, Winnipeg, MB

**DATE & TIME:**

Thursday, May 8th, 2014 from 8:00am to 4:00pm. Includes lunch and workbook.

- 8:00am **Registration and Networking**  
Workshop starts at 8:30am sharp.
- 8:30am **Review Workshop Objectives**
- Introduction to the "Sales Machine"
  - Objectives for all sales presentations
  - How to set-up your presentation for success
  - Key ingredients for all sales presentations
  - Structure your presentation to close a deal
  - Account management meetings are critical for your success
- 9:00am **The Sales Machine**
- Sales Machine defined
  - To whom are sales presentations made?
- 9:30am **Objectives for all Sales Presentations**
- Gluing together the sales process
  - Demonstrating value
  - Make an offer and gain commitment

- 10:00am **BREAK**
- 10:15am **WORKSHOP BREAKOUT**  
**Develop your Customer Value Proposition**
- 10:45am **How to Set-up Your Presentation For Success**
- Qualify a hot prospect and invite into the selling cycle
  - Power questions and well defined questionnaires
  - Always be invited to make your presentation
- 11:15am **WORKSHOP BREAKOUT**  
**Develop your powerful questions**

## 11:45pm - LUNCH BREAK

- 12:30pm **Key Ingredients for all Sales Presentations**
- Identify benefits of your value proposition
  - Proof of concept
  - Social evidence
  - Story development

- 1:00pm **WORKSHOP BREAKOUT**  
**Develop a powerful story** that combines proof of concept and social evidence to support your benefit claims.

- 1:30pm **Structure Your Presentation to Close a Deal**
- Identify needs & wants
  - Plan on gaining commitment
  - Make it easier for them to give you a commitment
  - Recognize fence sitters and be prepared to push them off

- 2:00pm **BREAK**
- 2:15pm **WORKSHOP BREAKOUT**  
**Structure an offer** that asks for a commitment using a trial-use offer.
- 2:45pm **Account Management Meetings are Critical for Your Success**
- Demand cycles, business planning cycles, product/service lifetime cycles
  - Proactive account management meetings
  - Weekly sales meetings, reports
- 3:15pm **Workshop Summary & Review**
- Review workshop recap sheet
  - Hand out workshop assessment forms
- 4:00pm **Workshop Adjourned**