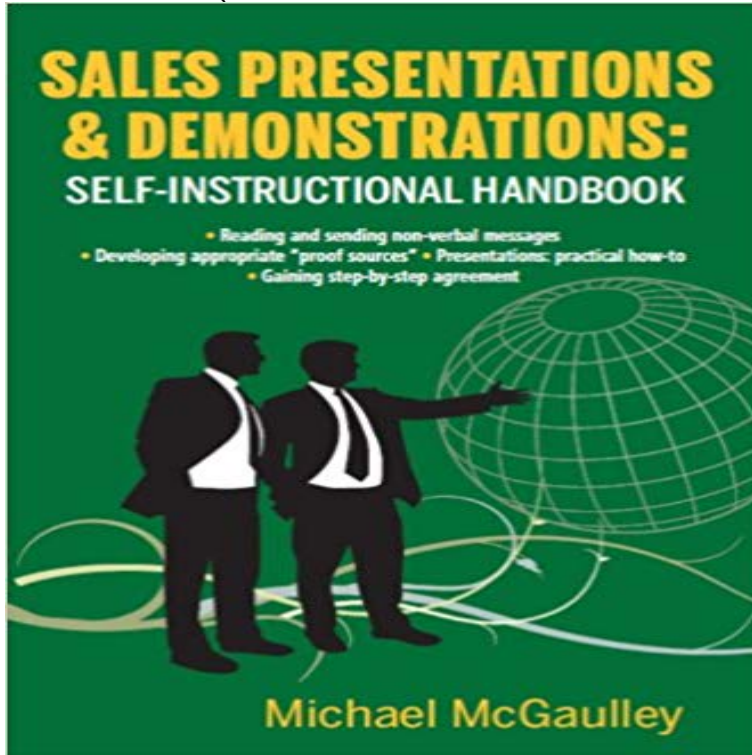


# SALES PRESENTATIONS & DEMONSTRATIONS: Self-instructional handbook (Practical sales how-to series)



SALES PRESENTATIONS AND DEMONSTRATIONS: Self-instructional handbook covers the practical how-to of preparing and setting up for sales presentations and demonstrations. It is a training tool for sales and selling skills, one in a series by the same author. The third section of the book, on communications on multiple levels, covers the crucial issue of reading and sending the appropriate non-verbal messages, including positioning yourself and subtly moving the prospect.

Table of Contents Introduction Part one Early Preparations 1. Crucial first step before developing any proof: Negotiate a pre-commitment agreement. 2. Get a specific appointment from the Prospect for the proposal or demonstration. 3. Touch base in advance with any key Decision Influencers who will be attending. 4. Plan and prepare the logistics of the meeting 5. Plan and prepare your demonstration or presentation 6. In your preparation, focus on key selling messages. 7. As you prepare, prepare mentally. 8. Prepare your visual aids and sales agreement. Part two Delivering the Presentation or Demo Section A: Preliminaries 1. Arrive early to set up. 2. Own your block of time. Section B: Working through the Six Key Phases 1. Set the context with an Opening Benefits Statement. 2. Confirm agreement on the objectives set for this demonstration or presentation. Check for completeness. If appropriate, add any others suggested by the Prospect. 3. Confirm the pre-commitment that you and the Prospect made earlier. 4. Conduct the body of the demonstration or presentation. 5. Deal with any questions, comments, and objections. 6. Close with a close. Part three Communicating on Multiple Levels Section A: Non-verbal techniques for communicating to Prospects 1. Projecting the right image. 2. Focusing the Prospects attention. 3. Positioning yourself 4. Moving

the Prospect. Section B: Decoding non-verbal cues from the Prospect

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