

Nine Simple Steps to Present Your Sales Proposal Like a Pro & CLOSE MORE SALES!

1. Know Your Audience

In order to make a true connection, you need to know exactly who you are talking to. Your presentation should speak specifically to the industry, company and personal needs and interests of your client. This means you must do your research in advance and be knowledgeable about their company, how it works and what it does.



2. Personalize Your Presentation

Recognize your audience by their first name. It personalizes the meeting which with all else equal, will improve your chances of winning the business. Researching in advance will allow you to craft a customized message that hits home and is persuasive. By doing this, you get emotions involved by showing you truly care and want to help and you have taken the time to show your prospect a truly personalized presentation.



3. Set the Pace

People have a limited attention span. Always do your best to set the pace and keep your audience intrigued. Present the critical information that they are seeking first and they will be sure to start listening to you and following your pace. If you must present other information that is not critical, try creating a video or a PowerPoint to make it more interesting. This can help to hold your audience's attention until you transition to your next critical key point.



4. State the Objective

Clearly state what the goals and objectives of your proposal are. Review the goals and objectives in detail with your prospect. This is where the rubber meets the road and you can discuss how your product/service aids them or solves their problem!



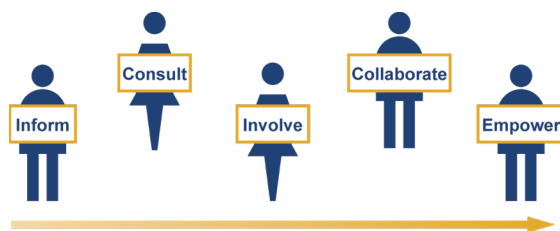
5. Elicit Participation

It is a good idea to get prospects involved when they are deciding whether or not they are going to invest their time and money in you. Getting them to participate will force them to learn more about your product, service and company. This will build trust and confidence behind the decision to move forward with your proposal.

- Ask questions
 - Invite them to ask their own questions
 - Ask them to relate to a scenario
 - Ask them to recall something
 - Ask their opinion
 - Ask their approval
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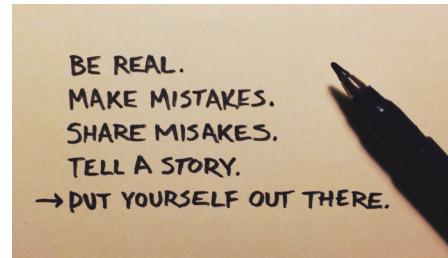
6. Present Value

When people see value in a product, they are likely to make a purchase. Do not assume your audience sees the value, they don't! Your proposal and presentation should show the client why this is important for them, what they will gain, what advantage this gives them and/or how revenue will increase or costs will decrease. A statement of value should be placed carefully throughout your presentation, at the beginning, before or after every key point and at the end.



7. Be Real

A genuinely caring attitude is the most important thing you can bring to a presentation. You must care about and pay attention to the people you are presenting to.



8. Thank You!

Do not forget to thank your audience for their time, participation and consideration. You should thank them at the beginning of your presentation and at the end of your presentation.

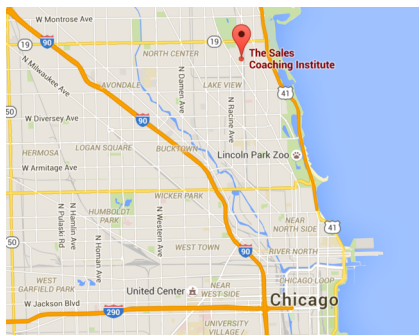


9. Follow Up

Ask them when an appropriate time is for you to follow up. By doing this, you can take the guess work out of it. When you know the answer, you will know you are following up at the right time. You will not have to worry if you are following up too soon and being seen as pushy or anxious, or too late and perhaps losing the business to your competition.



The Sales Coaching Institute is a global training organization that has the privilege of working with major organizations located in major cities throughout the United States with professional training & coaching materials. For 20 years The Sales Coaching Institute has helped sales organizations, ranging from small- and mid-sized businesses to Fortune 1000 companies, improve the effectiveness and efficiencies of their sales and management processes.



Contact Us Today

[The Sales Coaching Institute](http://TheSalesCoachingInstitute.com)

info@salescoach.us

847.359.6969



3700 North Sheffield #002
Chicago, IL 60613
847.359.6969
info@salescoach.us