

Sales Mastery

Delivering The Sales Presentation

Presented by :















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The 7 Step Sales Process



1. Sales Prospecting and Preparation



2. Sales Warm-Up



3. Sales Qualifying



4. Sales Presentation



5. Overcoming Sales Objections



6. Sales Closing



7. Sales Follow-Up

Sales Deck and Proposal



YOUR
LOGO

Prepared for XYZ Company
Date

ERICKSIMPSON
.COM

Managed IT Services Consulting Proposal

PREPARED FOR **COMPANY NAME HERE** | DATE

YOUR
LOGO

Utilizing the Sales Deck and Proposal Properly During the Sales Presentation

Sales PowerPoint Deck

- Deliver your sales presentation with a slideshow
- Remind the prospect of their Active and Latent Needs and the Implications of failing to address them and (re-) build Urgency
- Offer your Options while guiding your client towards your recommendation
- Overcome Objections and Close

Sales Proposal

- Sales tool – not a Statement of Work (SOW)
- Used to formalize the prospect's authorization to buy and confirms the option they have selected
- Written in a manner that reminds the prospect of their current needs and your approach to addressing them, along with pricing for the option selected



If Something Has Changed...

- DO NOT deliver your sales presentation as prepared!
- Instead – re-qualify your prospect or client
- If more opportunity arises, you win!
- If budget has been reduced, can you deliver your solution over time in phases?

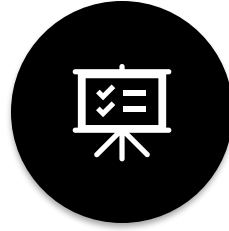
The Sales Presentation Process



WARM UP!



**HAS ANYTHING
CHANGED?**



**TRANSITION TO
PRESENTATION**



**REMIND PROSPECT/CLIENT OF VALUE
INFORMATION GATHERED DURING 1ST VISIT**



**CONDUCT A FEW “TIE-DOWN”
QUESTIONS DURING PRESENTATION**



**ALLOW DIALOG – CHECK IN
WITH PROSPECT**



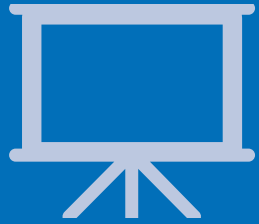
**NO TECHNICAL TERMS – FOCUS ON
BUSINESS AND PERSONAL OUTCOMES
ONLY!**

The Sales Warm-Up

- Break the “Salesperson” pattern by building rapport and bonding
- Take the prospect/client’s mind off of the sale
- Prospects/clients like to talk about themselves!
- Has anything changed?



3 Steps to a Successful Sales Presentation



Slide Presentation



Proposal Presentation



Return on Investment (ROI)/Value
on Investment (VOI) Presentation



Conducting the Sales PowerPoint Presentation

- No “death by PowerPoint”, keep your deck as slim as possible
- Recall the prospect’s “value information”, pains and concerns
- Highlight implications of not addressing critical technology and security gaps
- Use Tie Down questions and Trial Closes

Slide Agenda

- Current situation, pains and challenges
- Implications of failing to take action
- Alternatives:
- Do nothing, Fix it Yourself, Go With a Competitor
- Solution: You, Your Options and Pricing



Check In With Your Prospect Frequently

Elicit Feedback and Gauge a Prospect's Proximity to Closing

Tie Downs

- Does that make sense?
- Wouldn't you agree?
- Does that sound reasonable?
- Do we have an agreement?
- Won't it be a relief when we address that for you?
- Can you imagine not having to worry anymore...?

Trial Closes

- If we could address all of these problems for you and remain close to your budget, would you be ready to move forward?
- Is there anything I've shared with you today that would prevent you from taking the next step, and allowing us to conduct a security assessment?

The Proposal Presentation

- Create proposal as simply as possible
- Include drawings as visual aids for technical buyers
- Overcome all objections
- Use “authorize” instead of “sign”
- Trial close “We can get started next week, or sooner if you wish”





The ROI and VOI Presentation

- Provide the data to strengthen the prospect's emotional buying decision
- ROI can be expressed as higher productivity, efficiency and profitability
- VOI typically includes peace of mind, increased innovation and productivity, opportunity for expansion and remote workforce enablement and more

Avoid Poor Sales Language

Poor Word

Customer

Contract

Deal

Buy

Price

Problem

Appointment/Meeting

Better Word

Client

Agreement

Opportunity

Invest

Investment

Challenge

Visit

Keys to Successful Sales Presentations

- Before presenting, ensure all decision makers are present
- Arrive on time and in professional attire (suit and tie or pant suit or skirt suit)
- “Warm-Up” the prospect before presenting the information
- Keep the conversation as simple as possible (the less technical the better) to ensure complete comprehension in the prospect
- NEVER email the Proposal and ROI/VOI Analysis to the prospect – these must be presented in person
- PRACTICE, PRACTICE, PRACTICE



Sales Presentation Value

Critical to accelerating sales velocity and increasing your prospect's buying temperature to the highest possible point, arming you with the momentum necessary to transition to the next phases of the process: Overcoming Objections and Closing