

CREATIVE SALES PRESENTATION

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

Sales Professionals selling
Products/Services of Corporate,
Industrial, Consumer, Maintenance,
Shipping, HoReCa, Logistics and
People involved in Professional
Selling

M2M Skill ONE

Develop Customer Confidence – Prepare a High Impact and Powerful Sales Presentation!

M2M Skill TWO

Create Customer Profile - Identify Target Audience and Key Expectations!

M2M Skill THREE

Make Sales Presentation Impactful – Practice, Practice and Practice!

M2M Skill FOUR

Win Trust – Your Professional Body Language, Choice of Words, Grooming and Clothes

M2M Skill FIVE

Practical Sales Presentation – Direct Feedback to Improve your Sales Impact!

FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog **dayone**)

As a company grows, it becomes easy to rely on the PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Sales Professional is one who Focus on Results and Avoid Blaming the Product, the Company or Lack of Promotion Support. A Sales Achiever can become a Sales Person in 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with their Success and then followed by Irrelevance and Painful Career Decline!

Thus, Focus on Results is a Very Powerful Philosophy for SALES SUCCESS as it requires us to just THINK of HOW to Achieve Sales Targets!



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CREATIVE SALES PRESENTATION

A Customer Obsession – Create a Powerful Reason for Customer to Buy!

PART A CREATIVE SALES PRESENTATION – CREATE a POWERFUL REASON

- 1. A Customer Obsession** – Change your Mindset to Focus on Sales Results and Innovate your Selling Skills!
- 2. Creative Sales Presentation** – Plan, Present and Create a Powerful Reason for Customer to Buy!

PART B CREATIVE SALES PRESENTATION PLANNING

1. HIGH IMPACT SALES PREPARATION

- A. Your ‘Intimate’ Customer Knowledge** – Key Decision Influencers, Expectations and Decision Making
- B. Customise Sales Presentation** – Your Company, Your Product and Your Commitment to them!
- C. M2M Skill ONE** – Develop Customer Confidence – Prepare a High Impact and Powerful Sales Presentation!

2. SALES PRESENTER CONFIDENCE

- A. Trust and Confidence in Yourself** – Overcome Anxiety and Fear of Presentation, Plan and Prepare!
- B. Sales Presenter ‘Aura of Confidence’** – Pre- Planning, Mental Role-Play and Presentation Flow!
- C. M2M Skill TWO** – Create Customer Profile - Identify Target Audience and Key Expectations

PART C HIGH IMPACT SALES PRESENTATION

3. DELIVER CUSTOMER FOCUSED PRESENTATION

- A. Create a ‘Sexy’ Sales Title** – Secure Attention and Identify Critical Focus on Customer Benefits!
- B. Structure a Winning Presentation Flow** – Support with Facts, Figures and Logics of Information!
- C. M2M Skill THREE** – Make Sales Presentation Impactful – Practice, Practice and Practice!

4. HANDLE DIFFICULT CUSTOMERS

- A. Avoid Sales Presentation Conflicts** – Identify Customer ACTUAL Concerns with RIGHT Questions!
- B. FOUR Point Sales Replies** – Sales Knowledge, Repeat Questions, Style of Reply and Involve Customers
- C. M2M Skill FOUR** – Win Trust – Your Professional Body Language, Choice of Words, Grooming and Clothes

PART D SALES PRESENTATION OUTCOME – RESULTS MATTERS

5. RESULTS FOCUSED PRESENTATION CLOSING

- A. Plan your Presentation Outcome** – Secure Customer Order, Earn Trust, Develop Confidence, etc.
- B. Summarise Sales Presentation** – Focus on Critical Benefits and Never Fear Sales Failure!
- C. M2M Skill FIVE** – Practical Sales Presentation – Direct Feedback to Improve your Sales Impact!