

HOW TO MAKE A SALES PRESENTATION

1

6 questions any successful sales presentation needs to answer

If you want to turn a prospect into a client, **there are 6 basic questions you'll have to address in your sales presentation deck.**

1. What are the benefits of switching to your product or solution over the status quo?
2. Why should a potential customer adopt this change now rather than later?
3. Why should they pick your industry solution instead of those outside of your industry?
4. Why should a potential buyer choose you and your company specifically?
5. Why should they pick your product and service? What unique value will it bring them?
6. Why should you get their hard-earned money?



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What to include in a sales presentation deck

Regardless of the industry you're operating in, **any outstanding sales presentation deck** should contain the following 8 topics:

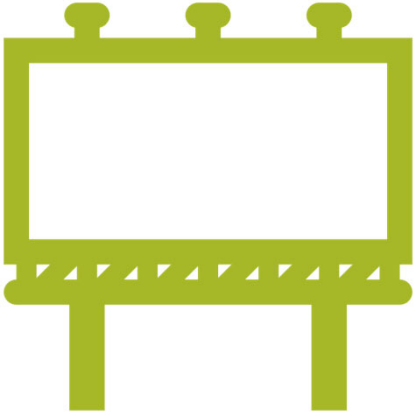
1. Cover slide
2. Intro
3. The problem
4. The solution
5. Social proof
6. Key benefits
7. The "details"
8. Next steps (Call-To-Action)

3

Cover slide

Your company name and logo next to an attention-grabbing tagline outlining your unique value proposition.

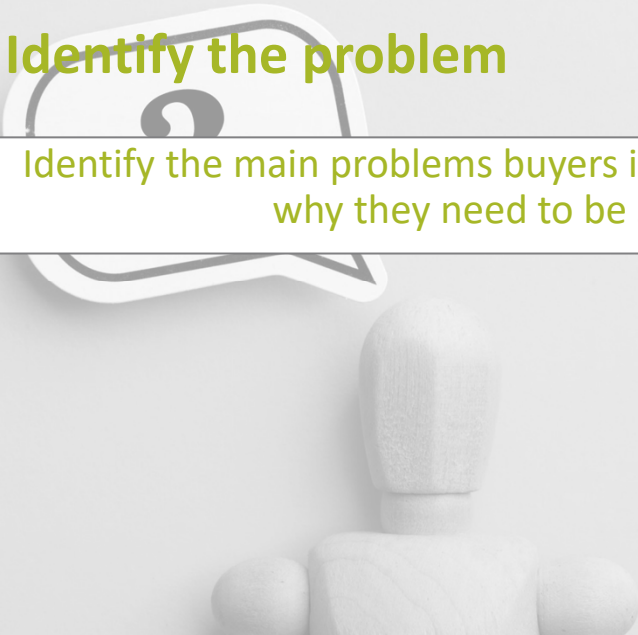
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Intro

- Here you present what your company does, why it's relevant to buyers, and how you fit into the overall picture.

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Identify the problem

Identify the main problems buyers in your niche face and why they need to be solved.

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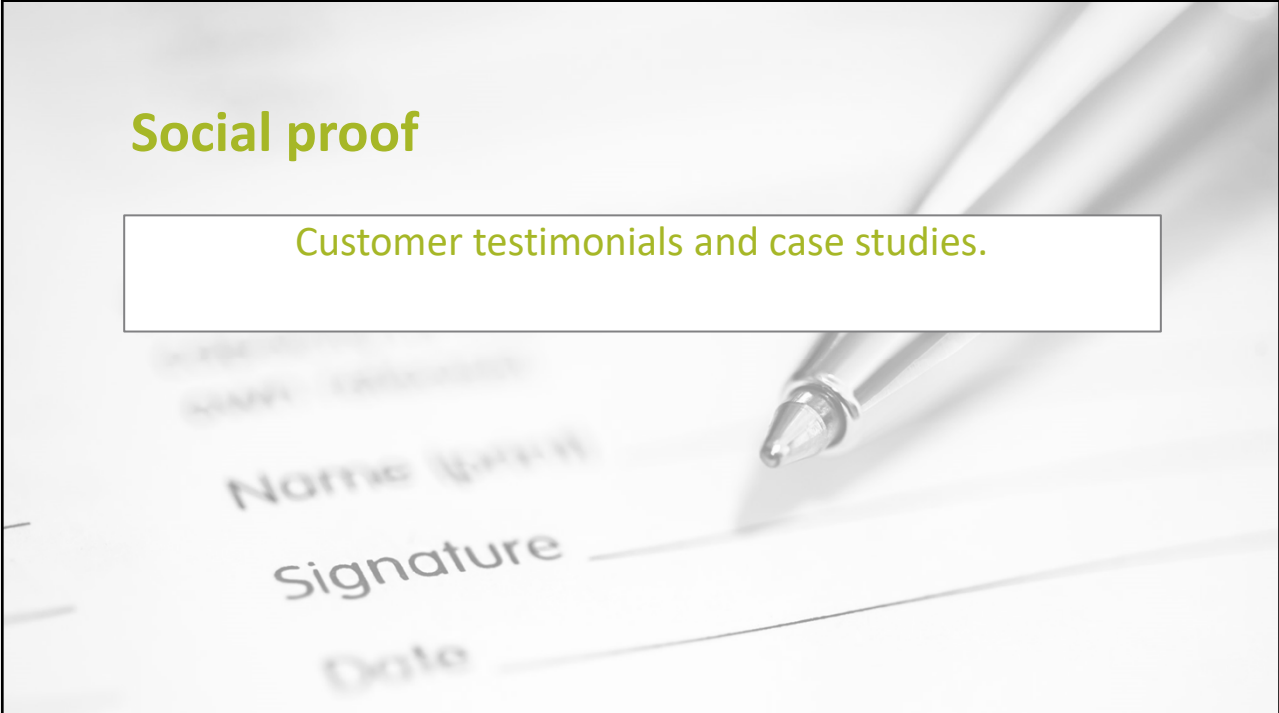
The solution

The way your solution contributes to solving the problem mentioned in the previous section.

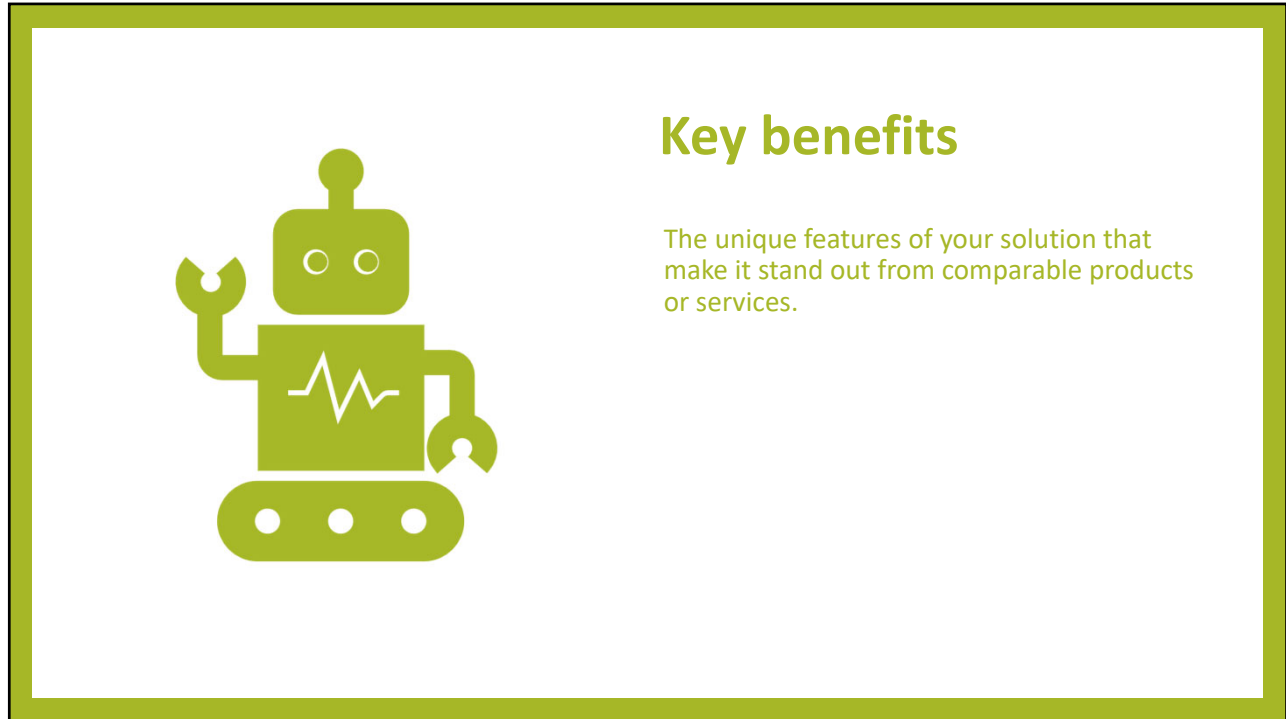
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Social proof

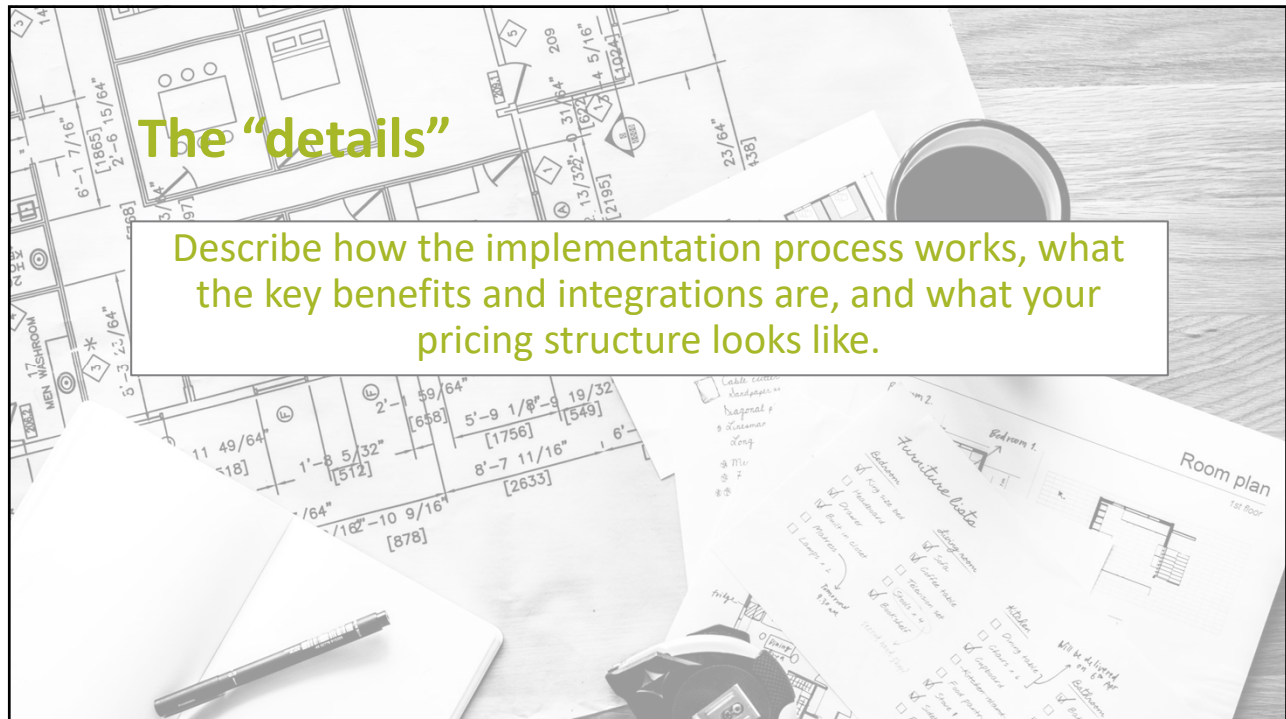
Customer testimonials and case studies.



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10



Next steps (Call-To-Action)

A clear explanation of the next step a prospect is supposed to take after reading your sales presentation deck.

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SEE EXEMPLAR

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