

HOW TO BUILD A PERSUASIVE SALES PRESENTATION

Is your sales presentation so compelling that the customer is more anxious to buy than you are to sell? If so, you know that closing is never a problem. These three tips will help you build persuasive and compelling sales presentations.

Tip Number One: Dr. Wayne Dyer, prolific author and philosopher, has great advice for salespeople—fall in love with your product or service and then sell what you love to your customers. Passion sells and enthusiasm is contagious.

Tip Number Two: Identify your Unique Selling Proposition (USP). What are the definable and defendable differences between you and the competition? What makes your company and products and people stand out from the pack? Why and how are you significantly different from your competitors?

Tip Number Three: Know your Value Proposition. This is the impact your solution has on the customer; i.e. the benefits they experience by purchasing and using your solution. This is different from your USP which focuses primarily on differences between you and the competition. The Value Proposition focuses more on your effect on the customer's life.

Tip Number Four: When building your presentation, remember that Value Added Salespeople sell all three dimensions of value: product, company, and themselves.

Author byline: Tom Reilly is a professional speaker and author of twelve books. Tom is literally the guy who wrote the book on *Value-Added Selling* (McGraw-Hill, 2010), the book that started the value selling revolution. For more information on Tom's presentations, training, and products, visit his website www.TomReillyTraining.com or call his office, 636-537-3360.