

~ Tips for Sales People ~

Deliver More Sales with a Polished Delivery

With a little practice and preparation, you can confidently deliver engaging, impactful, and insightful messages. The factors that make a high-impact presentation are not as mysterious as you might believe; however, they are more complex than most salespeople realize. Above all, successful presentations begin with intense preparation.

Rick Davis, president of Building Leaders, Inc. and author of the book, *Strategic Sales in the Building Industry*, offers these tips to help you effectively plan your presentations.

Tip #1 – Preparation – Many salespeople take a cavalier approach to presentation planning, falsely assuming that their social gift of gab will naturally lead to outstanding business presentations. Yet a bad presentation can affect the future of you and your company, so make sure you take the time to refine your pitch.

Take quiet time to brainstorm and discover every possible benefit provided by your products, your company, and you. You should be able to list dozens of them. This exercise alone should illustrate how important it is to choose which benefit you should discuss during the limited time you have to make presentations. Make a list. This could be a great exercise for sales managers to conduct with their salespeople.

Determine which benefits are important to your customer or prospect and analyze your sales tools before you use them. Determine how each source can be used for various audiences at different stages of the purchasing process. For example, a car salesperson provides a glossy color brochure while the customer is taking test drives. The owner's manual is provided only after a decision to buy has been made. Take time to know and understand the different uses of all your tools.

Don't be in such a hurry to talk. First learn the real needs of your prospect and select the right sales tool. When you have the right tools for the right audience at the right time, then your presentations will generate high impact.

Tip #2 – The right presentation for the right audience – Salespeople commonly fail to recognize the different needs of various audiences and to tailor their messages accordingly. A builder is focused on installation costs while a consumer is interested in aesthetics and long-term usage. A re-seller is interested in spiffs, inventory turns and other factors related to distribution. A successful Sales Leader caters each presentation to the various audiences to maximize satisfaction for everyone in the purchasing chain.

Tip #3 – Timing – Timing is an issue of critical importance in the sales process. A Sales Leader focuses on the right benefits and uses literature and samples very

differently during various phases of the sales process. Early in the process, you should use literature and samples to highlight issues related to quality, design, and product selection. Later, you should select sales tools that educate the customer on ways to install and maintain the product as efficiently as possible.

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. For more information, visit **www.buildingleaders.com** or call **773-769-4409**.

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