

~ Tips for Sales People ~

Turn Your Presentation Into a Command Performance

Looking to make a powerful sales presentation? Then start by building carefully prepared scripts to engage your audience and increase your confidence.

Rick Davis, president of Building Leaders, Inc. and author of the book, *Strategic Sales in the Building Industry*, offers these tips to maximize the quality of your verbal message.

Tip #1 – Establish Credibility – Rather than spouting the wonderful features of your product, enlighten your customer about factors unrelated to you or your customer --- such as crucial regulatory issues they may face. Preemptively volunteer limitations of your product so the customer actually gains respect for you and your company. Consider even sincerely complimenting your competitor. By demonstrating general knowledge of your industry and showing your value as an objective resource for information, you establish high levels of credibility.

Tip #2 – Talk in Chapters, Not in Novels – Carefully select the issues that you will focus on with customers and talk in “chapters.” Try using shorter, more concise sound bites. Prepare in advance by listing all the benefits of your product, company and yourself to create a presentation template. Then, take a moment to organize the benefits of each attribute by product and write out a short chapter for each one. This allows you to cover massive amounts of information in a short period of time and also to organize your thoughts in an effective manner.

Tip #3 – Create Emotional Interest – The whole purpose of the concept of chapters is to focus on the specific issues of interest to the customer. People make decisions based more on “wants” than on “needs” so concentrate on the emotional issues of your prospects. If you have a two-hour story to tell in just a few minutes, be prepared to focus on the most important issues, presented in a way that elicits a powerful emotional response from your audience.

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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