

How to Conduct A New Business Presentation

Presented by Clifton Warren

The presenter

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Today's Objectives

Planning for a new business discussion

Structuring your sales story

Creating a business presentation process

Opening, presenting, and closing a new business meeting

By failing to plan, you plan to fail

Few Professionals Have Been Taught How to Prepare

- Establishing objectives
- Plan your discussion
- Develop your interview plan
- Build your sales story
- Prepare your presentation kit

Establish Your Sales Objective Early



1. Make appointment for next meeting
2. Prepare a proposal
3. Obtain a lead or referral
4. Nurture
5. Begin work

Carefully Plan Your Discussion



Planning
steps

1. Get clear about the need
2. Identify a solution
3. Assemble information
4. Identify information gaps
5. Set meeting objectives
6. Develop interview plan

Develop an Interview Plan



1. Opening benefit statement
2. Information you must verify
3. Information gaps to fill during the meeting
4. Three compelling reasons to buy from you

Create a Powerful Sales Story



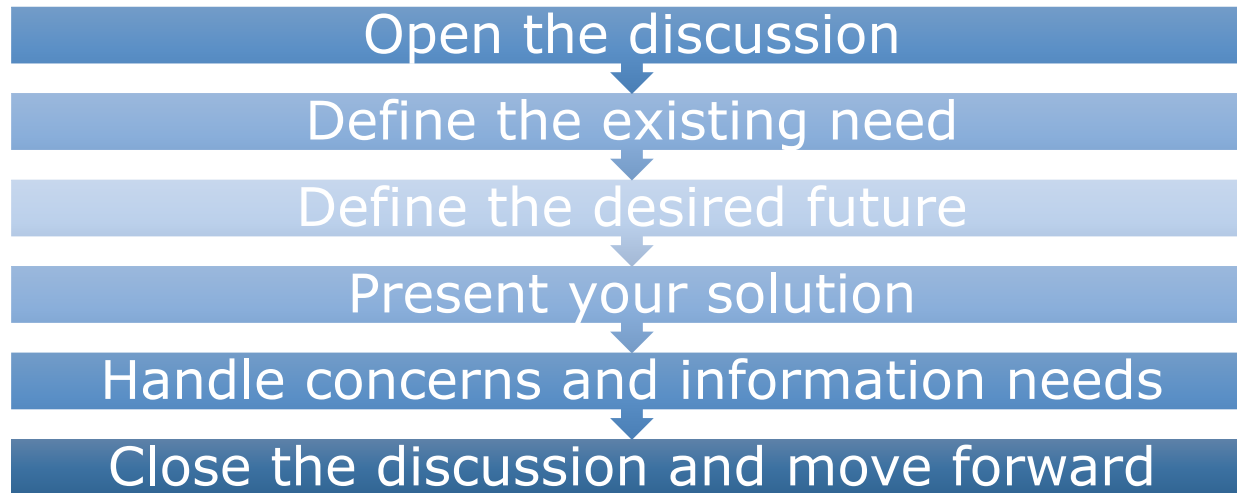
1. Three reasons why this prospect needs type of service you plan to discuss
2. Three reasons my service is the best answer
3. Three reasons why the prospect should buy

Prepare a Customized Contact Sales Kit



1. Testimonials
2. Articles to support hot-button needs
3. Case studies
4. Evidence and examples of your ability to solve client needs

Business Discussion Process



Opening the Discussion



1. Manage introductions
2. Build trust and rapport
3. Identify buying motives
4. Bridge to the body of the discussion

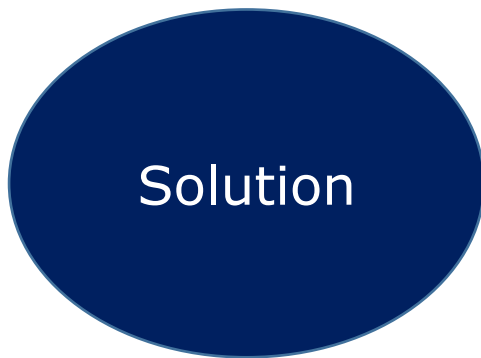
“If its ok with you, I’d like to share some ideas about ...”

Defining the Existing Need



1. Verify the nature of the need situation
2. Define the scope
3. Determine the cost
4. Determine the consequences of doing nothing
5. Identify buying motives

Present Your Solution



1. Discuss solution alternatives
2. Outline proposed solution
3. Sell the solution and its benefits

Handle Objections and Information Needs



1. Skepticism
2. Misunderstanding
3. Stalling - indecision

Closing the Discussion and Moving Into Action



1. Recognize when its time to close
2. Debrief the prospect
3. Make a closing statement

How Corporate Eye Can Help

Free Business Discussion Review

We will help you:

- Structure your sales story
- Create a template to develop your sales story
- Develop a new business discussion checklist

Contact me clifton@corporateeye.com.au

Thank you!

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