

# WANNA SELL MORE? POLISH THAT SALES PRESENTATION!

**S**ales people ( in general ) hate to prepare presentations. They say: "I don't want to sound canned!" "How can I do a standard presentation? The customers are all different!"

While all of that is very true, it is also true that the top 20% of all salespeople (the ones who are making 80% of all the sales!) USE prepared presentations! They know a secret the average salesperson doesn't know. You can't perfect an ad lib!

We all have perfected certain little pieces of our presentations; good illustrations, funny or touching stories. What if your whole presentation was that good? How much would you be selling this month?

Start to develop a system today: Gather all your promotional pieces, brochures, trade articles and statistics in one file. Keep a pile of index cards with you and every time you have a good idea, remember a good story or think of a new way of explaining the features and benefits of your product, write it down! One idea per card.

When you have dumped your brain on the cards, arrange them logically and you are on your way to a dynamite prepared presentation that will give you consistently wonderful results!

The next step is to actually say it out loud into a tape recorder and then listen to it. Would you buy your product if you heard that presentation? What else needs to be included? Read ads, listen to the info-commercials (they are MASTERS at selling!) Keep refining and polishing that presentation till you are happy and proud of it and it does the job!

When you are finally comfortable with your presentation, (which DOES change every time but the elements are always the same) you will be free to concentrate on the prospect and turn him into a client! Remember: Powerful Presentations Produce Powerful Results!

*Linda Brakeall is the author of **Unlocking The Secrets of Successful Women in Business**, and has trained 36,000 people in 27 states in sales, marketing, presentations, and communications since 1992. She has authored 99 magazine articles on sales, marketing, selecting salespeople, managing sales teams and communications. You can find out more about Linda and what she can do for you at <http://www.lindabrakeall.com>.*