



White Paper: Killer Presentation

How to build a KILLER presentation that literally triples sales

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How to build a KILLER presentation that literally triples sales

Imagine yourself in a giant stadium right now as the presenter, and the entire audience is completely comprised of your most perfect prospects. Could you walk out on that stage and present to every one of them? Now before you say yes, let me make the stakes higher. Before you walk out there, the audience is told: “You had to come, but you don’t have to stay. If this person (you) fails to keep your interest, you can simply get up and leave.” Now let me even further complicate the situation by telling you the good news and the bad news. The good news: At any given time 3% of your prospects are currently in the market to buy your product or service and looking right now to get it. Another 6-7% are open to it, but not currently looking. The other 90% are divided into three nearly equal categories:

- A) Not really thinking about right now.
- B) Think they’re not interested (but might be, if you were good at presenting to them.)
- C) They KNOW they’re not interested.

Assuming you sell a fantastic product – call it a broom. 90% of the audience isn’t in the market for your broom at this time. At least they think they’re not interested. That means if you walk out there and start right off saying how great your brooms are, 90% of your audience is going to get up and leave. So you need to open your stadium pitch (as I call it), with what I call “wow’s.” This means that all great presentations start off with information that makes your prospects say: “Wow, I didn’t know that.” The focus must be on THEM and things of interest to THEM, not you. So rule #1 of a great presentation is that it must be focused on the prospect and not on you (at least not initially).

How do you do that? Let's bring that stadium pitch down to its most practical application; Offer prospects something of value outside your product or service. Offer them something that is important to THEM. Case in Point: if you sell employee benefits and insurance to companies – often you would call up and say something like: “We want to come and talk to you about your health care benefits.” Since 97% of prospects THINK they are happy with their current broker, that's a really hard call to make. However, when they created a presentation that pointed out: “The Five Dangers Facing All Employers and How Knowing What Those DANGERS Are, Can Dramatically Reduce Costs and Increases Profits,” it not only made the sale go better, but also the getting the appointment. Meaning that information that is of value to THEM, like “Five Dangers Facing You In Your Business,” creates a “superior access vehicle.” If you're selling telephone systems – think of a presentation focused around: “How You're Wasting Money In Five Major Areas of Your Voice and Data Spending.” So Rule #1 is to have information that is OF VALUE to your prospects even if they have never heard about your products or services. Information that is above and beyond the product or service you are offering will be considered extremely valuable to them.

Pack your presentation with data and potentially bad news. Oh, did I mention the part about bad news? A great presentation is loaded with bad news to your prospects. Why? Because bad news motivates. Pack your presentation with bad news – some of which potentially is not pertinent to the topic directly – but that doesn't matter – because bad news motivates, even if it's unrelated.

Your prospect, when viewing a great deal of bad news, will suddenly feel the need to take some action. Any action they take will make them feel better. Now don't take this too far. The more the data in the presentation sets up a need for your product or service, the higher your closing ratio.

So Rule #2 in building a killer presentation is that the data should “set up a buying criteria” in which your product or service becomes the most logical choice. What's your client's current buying criteria?

- Is it price? Easy to overcome with the right presentation.
- Is it that they want to buy only from the biggest provider? Easy to overcome with the right presentation.
- Is it that they don't think they even need what it is that you sell? Easy to overcome with the right presentation.

Data can motivate your prospects in all and any of the situations mentioned. There's no situation where one of these presentations, properly prepared, can't overcome any challenge you may be facing. Declining market - Price is the main motivator? Inability to get appointments, or an inability to get to see the higher decisions makers? All of these

challenges can be met with a fantastic presentation.

The Core Story

“Your Core Story,” or your stadium – can serve another extremely valuable purpose – training. The Core Story (using data as the motivator) suddenly could train an outsider how to REALLY sell this product and in a single pass through the information. So a great core story makes for a fantastic new-hire training tool.

How to build a core story

This isn't easy. If you want to be the ultimate player in your market, you have to take the time to carefully craft one of these, using data as a powerful access vehicle as well as an urgent motivator for your otherwise slow moving clients to make faster and more urgent decisions. You'll need to research what your client will find fascinating, research something that is compelling enough to get you more meetings; and critical, research that is highly motivating to get your client to want to buy faster—and research that, hopefully, in some way, “sets up a buying criteria” where YOU are the MOST logical choice. YOU are the ONLY one these prospects want to buy from. You'll need vivid visuals - photo's that triple the impact of your words, graphs that visually illustrate your points, pie charts that point out their problems, and dollar signs in all the right places to show them how you help them save, earn or increase some area of their world. 85% of the information in the brain is taken in through the eyes. Studies show that visuals nearly triple the communication experience. So don't even think about presenting anything to anyone, if you're not going to use visual aids. There is a 3rd party group that does this: the Empire Research Group check - www.EmpireResearchGroup.com

Step One: Research your industry over a thirty year period. That's where you'll find trends that no one else has spotted.

Step Two: Look for the bad news. That's what motivates. Specifically, look for bad news that you might be able to tie to a solution that involves your product or service.

Step Three: Manipulation of that data is the most difficult part of it. It is an art form onto itself.

Stack the info, cross-reference the info, and blend it with other info. Do all the original panels by hand on 3X5 index cards. This way you can erase info, and keep shifting the order

of how you want to present the info, all in a delicate balance of insight that eventually leads to that prospect wanting YOUR product or service over all of your competitors. Do NOT pitch your product until the very end. You want the material in the front and ¾ through to all be a “set up.” Then somewhere toward the end, you want a section that says: “What to look for in X type of provider.” At this point you would present all this data about yourself without really saying it’s you. In the telephone company example, they presented: “What to look for in your telephone system provider” and they had five things and every one of them set them up to be the most logical provider. A great title is critical. Here’s a great title for everyone: “The Five Most Dangerous Trends Facing all XYZ Type Companies/consumers.” The second panel is always “Areas Covered,” and is used as a teaser and pre-sell opportunity. It should make their mouth water with anticipation. The rest of the layout and ideas on graphics and how to utilize them is covered quite effectively in your module entitled “Effective Presenting” (That module is in both the Business Growth Masters Series and Mega Marketing).

In summary, your core story can accelerate:

- Training
- Client access
- Decision making process
- Appointment setting
- Closing skills
- Rapport opportunities
- Increased credibility
- And so much more. If you build it, they will buy!