

**The Sales Presentation**

It is a well-known fact that identifying a potential client’s worries and concerns about using your product or service and then addressing those concerns effectively, will usually lead to a sale. Most professional sales people will tell you, a sale begins with an objection. If there are no objections an order taker will do.

Whether or not you make a physical sales presentation to potential clients or a written one, or you are just relying on a web site and brochure to generate sales, make sure you identify your potential client’s worries and concerns and address them using the six steps below to aid the client’s decision making process.

**Safety**

The concerns they may have about you and your company; they don’t know who you are, who your company is or how long you have been in business, and whether or not you are a successful company.

**Performance**

They need to see someone else’s recommendation here or an award you may have won as they may have concerns about the product or service meeting their needs. Do you do what it says on the tin?

**Appearance**

Does your image match their expectations of how you should appear as a person/company? – Your brand identity must project the right image for the client.

**Comfort**

Have you made everything easy for them to do business with you? - The little things matter here, for example - they should never have to search for your phone number or email; make sure it’s on your email signature. Does it say what you do on your business card. Don’t use jargon or make them work hard for the sale.

**Economy**

Have you ensured they know the value of the product/service you provide? – have you included the added value? Use emotion, lifestyle, or smarter work methods, and remember - they will not buy if it appears expensive.

**Durability**

Are you building a long term relationship with them? – Don’t take a short term approach to selling as relationship selling is the way forward.