



Best Practices for Delivering a Sales Presentation

Use this as a checklist

1. Define your outcome prior to the sales presentation
2. Stage Sell – Sell to the next step
3. Create an outline of what you are going to say
4. Be mindful of the time that the prospect has and that you have. You can renegotiate the time during the presentation
5. Use success stories when possible
6. Know how you are going to close prior to the presentation
7. Know how they will pay you, sign the contract, say yes with action (closing mechanism)

Bonus Video – How to become an ELI success story -
<https://www.youtube.com/watch?v=36yH68QXboo>

Planning Class - <https://planningclass.com/>