

PRESENTING

YOUR PRESENTATION WILL DETERMINE IF THE PROSPECT BUY'S - DON'T F**K IT UP!!

PRESENTING YOUR PRODUCT TO THE PROSPECT(S) IS SO IMPORTANT. As a salesman (person) this determines whether you get paid or not.

However - I do not present - I entertain my prospects - I tell a story which involves them and their needs.

In my humble opinion - a handful of things must happen in this presentation to ensure a sale at the end of it.

- 1 Take control
- 2 Make sure all decision makers are present (optional)
- 3 Build rapport
- 4 Gain trust
- 5 Kill the competition
- 6 Demonstrate your products
- 7 Price condition
- 8 Remove objections
- 9 Identify buying signals



Let me entertain you

In my book "How to convert a HOT Prospect" I outline EXACTLY how to present - check it out on Amazon.

So you have an 'ideal' prospect and you have gone through the initial Appointment Setting phase and they're Price Conditioned. This is it - this is where you sell them your products. But hang on just a minute - are you talking to the M.A.N? Means, Authority, Need. We know they need it, we know they can afford it - but have they got the authority to sign up? No good pitching to anyone who cannot sign the cheque.

If there is ONE thing you need to do before you can start to pitch - it's BUILD RAPPORT. No one will buy from anyone they do NOT like. Find something in common, relax the prospects, compliment them, show them you're just like them. Spend time on your 'warm up' and talk about ANYTHING other than why you're there until they fold their arms (metaphorically speaking)

Take control. I ask them to switch off radios & TV's, kick out the dogs & cats - I'm allergic. I'm not but I don't like them sniffing and slobbering on my clothes or sitting in my presentation box.

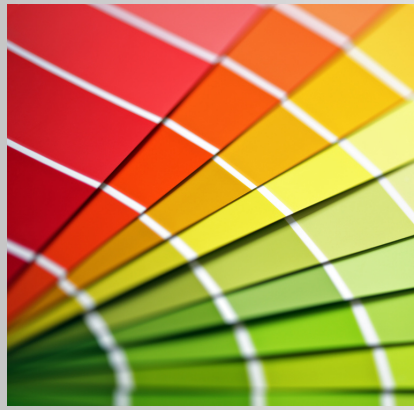
Honed over the years, I have developed a system with my presentation.

Guarantees - before I even start to show my products I let them know everything is guaranteed - something my competition don't really care about. They omit it, or sweep it under the carpet. I want to develop more trust.

Competition - I know my competitors products better than they do - AND I know all of their flaws. I demonstrate each one to the prospects and ask "Would you really want that on your home?" Do this until you have THEM rule out all of your competition - it's much more powerful if the prospects SEE the faults.

The Question - after killing the competition I say, "I have to ask - would you even consider any of these other options?" Keep quiet - wait until they rule out the other options. If they even consider the competitors products as an option, you will NOT close this deal.

So you have two options. Carry on, or ask why XYZ might still be an option. Personally - I don't care, I'll just carry on and my product presentation will finish them off. At least I know where to push.



Powerful Product Presentation - my presentations are the most powerful way I know of demonstrating products. Now I have killed the competition it all comes down to building their desire with my brand. I want the prospects to be fully immersed in what they're about to buy. I get them to touch and feel the samples, I have look at other homes just like theirs after we work on them. I get them to run around outside with the colour samples. I ask question like, "Can you imagine?", "What do you think of...?" "Is that important?" "Have you ever seen anything like this?" I get them to qualify and accept every advantage of my product.

At the end of my presentation I say, "Listen to me, I can wax lyrical all day, but - do you have any questions for me?"
I'm going to get objections or buying signals. If you're still getting objections here, work on killing the comp and price conditioning.

Price qualifier - I love this bit. Before I go to the trouble of surveying their home and working out exact costs I need to know it's a sale. So I ask, "Other than price, is there any reason you would want this on your home?" They have to say 'No'
"So if I get the price right we got a deal" and smile. It's just a throw away line - but it's really powerful.

Survey - now I will highlight everything wrong with the walls of their home. I walk them around and point out every single fault, but keep saying "It's ok, we can sort that." Take as long as you need to note down everything - get them to throw in their observations too.

Close. Back inside (and over my second cup of coffee) I work out an exact price and my drop price. I know they have a rough idea of price and most of the time I forget what I told them on the phone - who cares, they love and want this stuff.

DO NOT just deliver the price!

I re-iterate everything we have covered and explain how and what we are going to do to transform their home. And all of that will be just £???? - then shut up!

Normally I make an excuse (coffee gone straight through me) can I use the little boys room please? This is where they need time to agree they're doing the right thing. By the time I get back from the loo, they say they'd like to go ahead or can I move on the price?



Lets talk money

Money is the greatest objection to closing a sale on the day - so doesn't it make sense to get it right?

You have price conditioned them, I price conditioned them on the phone, but still we need to tread carefully to close this deal.

Everyone loves to think they're getting a deal, so I always offer a deal- BUT HANG ON!! You've worked hard on developing trust and acceptance, if you just drop the price without justification you will destroy that trust and lose the deal. I offer them a deal but it has strings - I need ABC - if you do that - then I can do.....

I offer a discount if we can use the before and after photo's, but I need to know now so we can get a jump on the fitting - is that fair? Do this right and you ought to get a 80/20 acceptance rate.

Sign it up and get the deposits transferred or a debit card payment. YIPPEE COMMISSION!!

ONE LAST THING - CONSOLIDATION.

This is the bit which ensures you do not get cancellations. I always shake their hands and thank them sincerely for their business - "I appreciate it, and as a company we appreciate it - thank you" I then ask, "Are you completely happy with everything we have covered today?"

I am giving them the chance to cancel before I leave - no one ever does, but they appreciate this.

So that is pretty much my method of presenting. Inform, educate and allow the prospects to come to the right decision. We've all just won.



Until next time.
Lawrence Laidlow



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