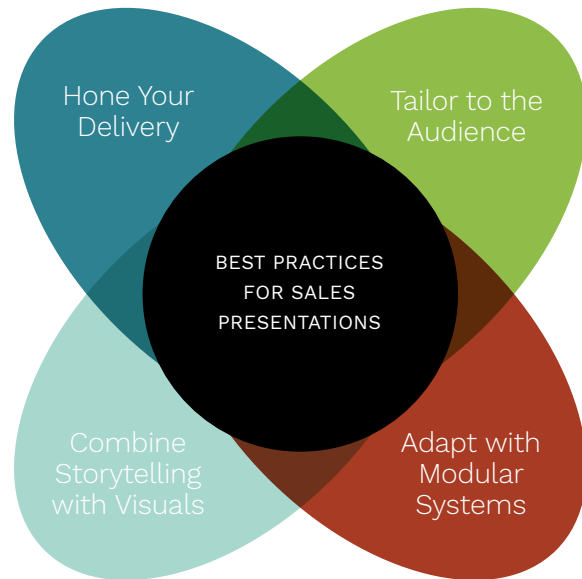


DUARTE

The Power of a Great Sales Presentation

How to Convert Opportunity into Success

Connecting with Every Audience



Today's crowded market makes it tougher than ever to close a complex sale. Customers have access to enormous amounts of information, making it challenging for a salesperson to offer a fresh perspective on the value their business provides. As complexity in the buying process has gone up, budgets have gone down and buyers have grown more worried about making the right decision. In such a competitive marketplace, salespeople need persuasive tools - like presentation systems - to convert opportunity into success.

Having access to a presentation system can help salespeople move more quickly and communicate more effectively when trying to close a deal. With 78% of salespeople reporting that they usually put together their own presentations instead of using materials constructed by marketing, businesses may feel that salespeople spend too much time building slide decks and not enough time selling. A more effective and efficient approach is to use a modular presentation system to save time and consistently craft winning presentations.

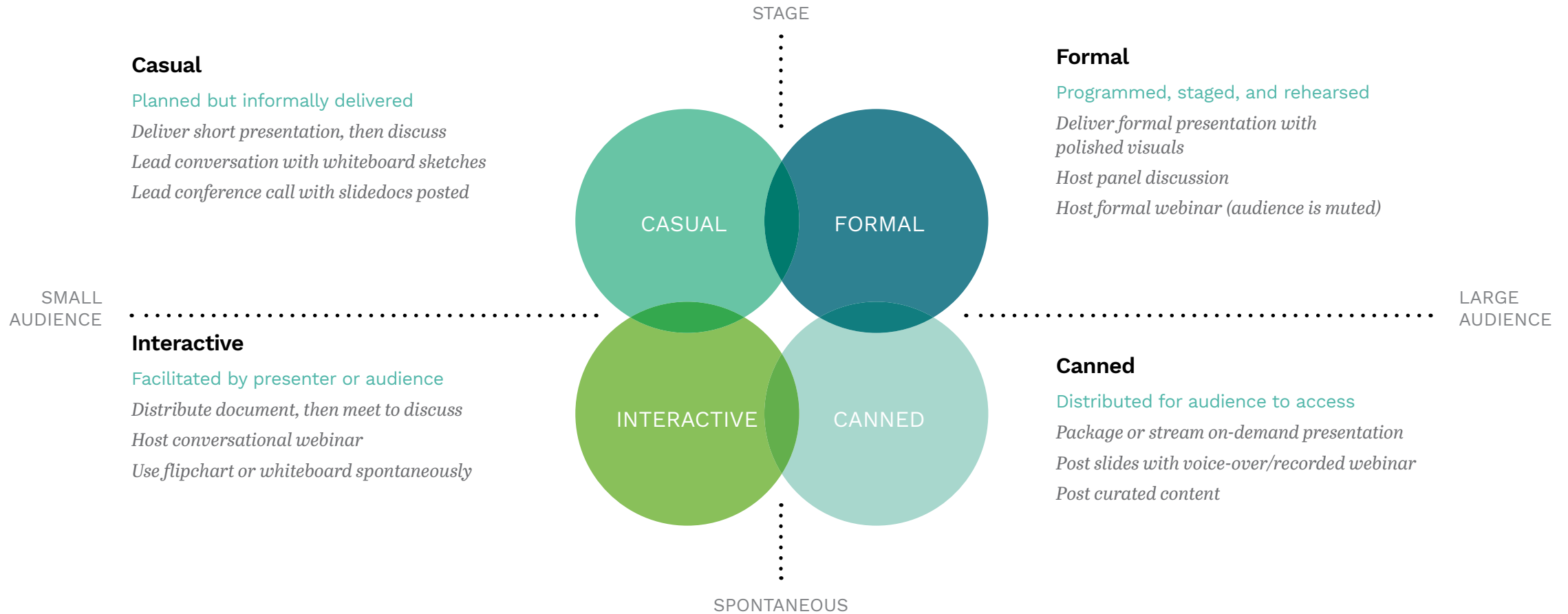
Getting Started

Choosing the right presentation format

The goal of any presentation is to connect with an audience and shift their beliefs and behavior. In the sales context, this means effectively communicating why your product or service holds value for your prospective customer. What needs does it address? What problems does it solve? How can it give your customer a competitive advantage? A good presenter will tailor their presentation to fit their customer's situation while staying consistent with the company's overarching value proposition.

Throughout a sales cycle, presentations may take a variety of forms. As the conversation turns to problem-solving, the salesperson may even draw a diagram or two on a whiteboard to demonstrate how their products work. The right form depends on the setting, but no matter which medium a salesperson chooses, the presentation should always be designed to connect with the audience.

Delivery Styles



What Makes a Great Sales Presentation?

Storytelling

The foundation of a great sales presentation is a message and narrative that engages the audience in an interesting and persuasive way – a feat that storytelling accomplishes quite well. Studies show that storytelling can help sales messages resonate more than a straightforward description of product or service benefits. The story structure helps create audience empathy and emotional appeal, lending greater impact to the underlying messages.

“Salespeople then need to draw on the right techniques for putting together a compelling presentation.”

Modularity

Customers have varying concerns and needs so the presentation has to be adaptable.

This is why the most successful sales presentations are modular systems that articulate key value propositions but allow the salesperson to tailor the content for a specific customer.

Visuals

Throughout a sales cycle, presentations may take a variety of forms – traditional slides, navigable presentations, presentations given on mobile devices, or even whiteboard explanations.

Including powerful visuals in any presentation format can bring the company’s story to life and help the customer “see” what you’re saying.

Get the Most out of Your Presentations

Whether you're creating your sales presentation from scratch or editing an existing presentation, having a robust, modular presentation template system can help save you countless hours of work.

Presentation systems can encompass a wide range of elements, but at their core they include a set of elegant and easy-to-use master slides. These master slides cover the most common ways salespeople present information and typically contain a set of guidelines to help presenters customize slides and turn them into their own presentation.

A carefully crafted sales presentation, along with a well-designed presentation system, can offer the perfect combination of persuasive influence and flexibility that salespeople need to convert opportunity into success.

The following elements can be included with a presentation system:

Set of master slides with guidelines

Asset library: photos, images, icons

Updated, brand-compliant look and feel

How-to video for easy training

Live training session

[Learn more on the art and craft of sales presentations](#)

Key Insights



Tailor to audience and context

Choose your medium and your message based on the audience and the context of the presentation.



Adapt with modular systems

Instead of building a one-size-fits-all presentation, build a modular system that allows you to adapt to the customer's needs.



Resonate with great visuals

Combining storytelling with great visuals will help your message resonate.



Hone your sales team delivery

Put thought and energy into rolling out a new presentation to your sales team and helping them hone their delivery.

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*Learn how we can
help save you time
and increase sales.*

Call us. +1 650.625.8200

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