



The CONNECTION™

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Beginning Your Sales Presentation

You've gathered a full understanding of your customer's situation in a dialogue with them. You've added that to the other information you have on their business. You've shaped that understanding into a presentation that links what they're looking to accomplish with the value your solution can provide to them. Now, you arrive at the client site to present your solution to them.

How do you begin?

Instead of launching into your proposal and talking at them, use a Socratic Opener to get one final take on where they are right now. For example, you say, "I'm ready to present our proposal. Before I begin, if anything has changed since we last talked, let's cover that first."

What might happen?

- The customer's situation might have changed since you last spoke. You'll hear about those changes before you start delivering what you worked so hard to prepare. You can adjust what you say and show your flexibility.
- The customer might tell you nothing has changed. You can proceed with your presentation knowing it's still on target.
- The customer might tell you that, in addition to what you're going to talk about, they'd like to talk to you about an additional opportunity. You may be able to expand your business with that customer. If you launch into your presentation first, they might not think to bring it up.

All these options are good, because you're focused on linking your greatest value to your customer- according to what's best for that customer. You continue to build a relationship that can last long term.

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