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Before we get into talking about the various sales presentation templates, you may be wondering what precisely a sales presentation is. Well to answer your query, a sales presentation, which is sometimes also called a sales pitch, is a selling method approach to a person or a company where the sales representative, with a pre-planned strategy, tries to persuade the buyer into buying their product or service. It is basically an introduction of a service or a product to a customer who knows nothing about it, or a detailed explanation of the particular product/service to the customer(s) who have already expressed some interest in it. The sales representative gives an idea on the product/ service in either a formal or informal way as they think suits best. Here are 13+ sales presentation examples and templates. Sales Presentation Examples & Templates 1. Software Sales Presentation Template PowerPoint Google Slides Apple Keynote Size: 113 KB Download 2. Subscriber Sales Presentation Template PowerPoint Google Slides Apple Keynote Size: 113 KB Download 3. Sales Presentation Summary Sheet agriculturaleducation.org Size: 59 KB Download This template provides you with a sample sales presentation summary where the salesman named Sam Salesman is representing a company of a grain farm and livestock, whereby the company required him to promote their products through shows at local and state-level events. In this summary sheet, you will find ways to present your product effectively, its warranty, price, and other factors. 4. Sales Presentation Skills Example trainingedge.com Size: 459 KB Download Are you are a budding sales professional who needs to put up a sales presentation shortly and is worried you might not have the required set of skills? This template will put an end to all your worries as it contains comprehensive details of a workshop for presentation skills for sales professionals like you, provided by Training Edge. 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Dynamite Sales Presentation Example cudoo.com Size: 284 KB Download This template is a student's guide on charismatic sales presentations; it contains several segments each of which has its own set of objectives for you to learn from and become better at sales presentation with careful study and practice. 8. Sales Meeting Presentation in PDF oracle.com Size: 2 MB Download This template is a sample of a sales presentation of Oracle Marketing Cloud. In it, you will find ways to use the presentation on how to unify your data to reach your target audience and increase your company's revenue with improved customer experience. 9. Sales Presentation Template pafbla.org Size: 700 KB Download Creating a good presentation can be nerve-racking; this template can be useful in easing out the process for you. It suggests using technology to boost your presentation as well as helps you know your audience, among other factors. It chalks down the various points for you to consider while making one. 10. Business Sales Presentation Example walton.uark.edu Size: 175 KB Download This template by The University of Arkansas briefs you on the ways to do a business presentation. It states who you should target as an audience, and how you should mark the superiority of the product that you will be selling, above all other competitors. 11. Strategic Sales Presentation Template jackmalcolm.com Size: 441 KB Download If you are an experienced sales professional and are facing tough big deals then this template is for you. It is a 'Strategic Sales Presentations' Fact Sheet; it is a workshop which is based on the book by Jack Malcolm of the same name. This workshop will help you face those challenges and overcome them. 12. Sales Presentation Checklist ca.healthnetadvantage.com Size: 458 KB Download This template is a sample Sales Presentation Checklist by Health Net Medicare Programs. 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Sales Presentation in PDF Size: 9 MB Download This is an example of an event presentation by Effects ML17 which is the largest international conference for VFX and Animation industries. It charts down the various events that take place in the conference with the help of slides. They aim to help you improve sales by inviting many corporate whom you can impress with your on-the-spot sales presentation skills. You can look up this template to get an overview of how to prepare a sales presentation in the most effective and engaging manner. 16. Sales Presentation Worksheet vickiwest.wp.txstate.edu Size: 7 KB Download This template is a sample sales presentation worksheet which is presented in a questionnaire format. You should list down the topics you are considering to sell, the benefits of your product/service to the customer, their benefits, etc. You can use this template to review a sales presentation you might have already done, or prepare one that you intend to present shortly. A brilliant sales presentation has a number of things going for it. Being product-centered isn't one of them. Or simply focusing on your sales pitch won't do the trick. So what can you do to make your offer compelling? From different types of slides to persuasive techniques and visuals, we've got you covered. Below, we look at data-backed strategies, examples, and easy steps to build your own sales presentations in minutes. Track presentationsPage-by-page breakdowns to help you find the most engaging pages in your presentation 7 Types of Slides to Include In Your Sales Presentation Title slide: Company name, topic, tagline The "Before" picture: No more than three slides with relevant statistics and graphics. The "After" picture: How life looks with your product. Use happy faces. Company introduction: Who you are and what you do (as it applies to them). The "Bridge" slide: Short outcome statements with icons in circles. Social proof slides: Customer logos with the mission statement on one slide. Pull quote on another. "We're here for you" slide: Include a call-to-action and contact information. Many sales presentations fall flat because they ignore this universal psychological bias: People overvalue the benefits of what they have over what they're missing. Harvard Business School professor John T. Gourville calls this the "9x Effect." Left unchecked, it can be disastrous for your business. According to Gourville, "It's not enough for a new product simply to be better. Unless the gains far outweigh the losses, customers will not adopt it." The good news: You can influence how prospects perceive these gains and losses. One of the best ways to prove value is to contrast life before and after your product. Luckily, there's a three-step formula for that. Before-After-Bridge: The Only Formula You Need To Create A Persuasive Sales Presentation Before → Here's your world… After → Imagine what it would be like if… Bridge → Here's how to get there. Start with a vivid description of the pain, present an enviable world where that problem doesn't exist, then explain how to get there using your tool. It's super simple, and it works for cold emails, drip campaigns, and sales discovery decks. Basically anywhere you need to get people excited about what you have to say. In fact, a lot of companies are already using this formula to great success. The methods used in the sales presentation examples below will help you do the same. We're all drawn to happiness. A study at Harvard tells us that emotion is contagious. You'll notice that the "Before" (pre-Digital Age) pictures in Facebook's slides all display neutral faces. But the cover slide that introduces Facebook and the "After" slides have smiling faces on them. This is important. The placement of those graphics is an intentional persuasion technique. Studies by psychologists show that we register smiles faster than any other expression. All it takes is 500 milliseconds (1/20th of a second). And when participants in a study were asked to recall expressions, they consistently remembered happy faces over neutral ones. What to do about it: Add a happy stock photo to your intro and "After" slides, and keep people in "Before" slides to neutral expressions. Here are some further techniques used during the sales presentation: Tactic #1: Use Simple Graphics Use simple graphics to convey meaning without text. Example: Slide 2 is a picture of a consumer's hand holding an iPhone — something we can all relate to. Why It Works: Pictures are more effective than words — it's called Picture Superiority. In presentations, pictures help you create connections with your audience. Instead of spoon-feeding them everything word for word, you let them interpret. This builds trust. Tactic #2: Use Icons Use icons to show statistics you're comparing instead of listing them out. Example: Slide 18 uses people icons to emphasize how small 38 out of 100 people is compared to 89 out of 100. Why It Works: We process visuals 60,000 times faster than text. Tactic #3: Include Statistics Include statistics that tie real success to the benefits you mention. Example: "71% lift driving visits to retailer title pages" (Slide 26). Why It Works: Precise details prove that you are telling the truth. Contently — How to Build A Strong Bridge, Brick By Brick Just like how you can't drive from Marin County to San Francisco without the Golden Gate, you can't connect a "Before" to an "After" without a bridge. Add the mission statement of your company — something Contently does from Slide 1 of their deck. Having a logo-filled Customers slide isn't unusual for sales presentations, but Contently goes one step further by showing you exactly what they do for these companies. They then drive home the Before-After-Bridge Formula further with case studies: Before: Customer's needs when they came on After: What your company accomplished for them Bridge: How they got there (specific actions and outcomes) Here are some other tactics we pulled from the sales presentation: Tactic #1: Use Graphics/Diagrams Use graphics, Venn diagrams, and/or equations to drive home your "Before" picture. Why It Works: According to a Cornell study, graphs and equations have persuasive power. They "signal a scientific basis for claims, which grants them greater credibility." Tactic #2: Keep Slides That Have Bullets to a Minimum Keep slides that have bullets to a minimum. No more than one in every five slides. Why It Works: According to an experiment by the International Journal of Business Communication, "Subjects exposed to a graphic representation paid significantly more attention to, agreed more with, and better recalled the strategy than did subjects who saw a (textually identical) bulleted list." Tactic #3: Use Visual Examples Follow up your descriptions with visual examples. Example: After stating "15000+ vetted, ready to work journalists searchable by location, topical experience, and social media influence" on Slide 8, Contently shows what this looks like firsthand on slides 9 and 10. Why It Works: The same reason why prospects clamor for demos and car buyers ask for test drives. You're never truly convinced until you see something for yourself. In-depth presentation insightsSee who's viewing and average viewing time Yesware — How To Go Above And Beyond With Your Benefits Which is more effective for you? This statement — "On average, Yesware customers save ten hours per week" — or this image: The graphic shows you what that 10 hours looks like for prospects vs. customers. It also calls out a pain that the product removes: data entry. Visuals are more effective every time. They fuel retention of a presentation from 10% to 65%. But it's not as easy as just including a graphic. You need to keep the design clean. Can you feel it? Clutter provokes anxiety and stress because it bombards our minds with excessive visual stimuli, causing our senses to work overtime on stimuli that aren't important. Here's a tip from Yesware's Graphic Designer, Ginelle DeAntonis: "Customer logos won't all necessarily have the same dimensions, but keep them the same size visually so that they all have the same importance. You should also disperse colors throughout, so that you don't for example end up with a bunch of blue logos next to each other. Organize them in a way that's easy for the eye, because in the end it's a lot of information at once." Here are more tactics to inspire sales presentation ideas: Tactic #1: Personalize Your Final Slide Personalize your final slide with your contact information and a headline that drives emotion. Example: Our Mid-Market Team Lead Kyle includes his phone number and email address with "We're Here For You" Why It Works: These small details show your audience that: This is about giving them the end picture, not making a sale The end of the presentation doesn't mean the end of the conversation Questions are welcomed Tactic #2: Pair Outcome Statements With Icons in Circles Example: Slide 4 does this with seven different "After" outcomes. Why It Works: We already know why pictures work, but circles have power, too. They imply completeness, infiniteness, and harmony. Tactic #3: Include Specific Success Metrics Don't just list who you work with; include specific success metrics that hit home what you've done for them. Example: 35% New Business Growth for Boomtrain; 30% Higher Reply Rates for Dyn. Why It Works: Social proof drives action. It's why we wait in lines at restaurants and put ourselves on waitlists for sold-out items. Uber — How to Cater Your Content for Readers Quick To Scan People can only focus for eight seconds at a time. (Sadly, goldfish have one second on us.) This means you need to cut to the chase fast. Uber's headlines in Slides 2-9 tailor the "After" picture to specific pain points. As a result, there's no need to explicitly state a "Before." Slides 11-13 then continue touching on "Before" problems tangentially with customer quotes: So instead of self-touting benefits, the brand steps aside to let consumers hear from their peers — something that sways 92% of consumers. DealTap — How To Use Leading Questions To Your Advantage Leading questions may be banned from the courtroom, but they aren't in the boardroom. DealTap's slides ask viewers to choose between two scenarios over and over. Each has an obvious winner: Ever heard of the Focusing Effect? It's part of what makes us tick as humans and what makes this design move effective. We focus on one thing and then ignore the rest. Here, DealTap puts the magnifying glass on paperwork vs. automated transactions. Easy choice. Sure, DealTap's platform might have complexities that rival paperwork, but we don't think about that. We're looking at the pile of work one the left and the simpler, single interface on the right. Here are some other tactics to use in your own sales presentation: Tactic #1: Tell a Story Tell a story that flows from one slide to the next. Example: Here's the story DealTap tells from slides 4 to 8: "Transactions are complicated" → "Expectations on all sides" → "Too many disconnected tools" → "Slow and error prone process" → "However, there's an opportunity. Why It Works: Storytelling in sales with a clear beginning and end (or in this case, a "Before" and "After") trigger a trust hormone called Oxytocin. Tactic #2: This vs. That If it's hard to separate out one "Before" and "After" vision with your product or service because you offer many dissimilar benefits, consider a "This vs. That" theme for each. Why It Works: It breaks up your points into simple decisions and sets you up to win emotional reactions from your audience with stock photos. Close more deals todayTrack, analyze, and standardize what's working Zuora — How To Win Over Your Prospects By Feeding Them Dots Remember how satisfying it was to play connect the dots? Forming a bigger picture out of disconnected circles. That's what you need to make your audience do. Zuora tells a story by: Laying out the reality (the "Before" part of the Before-After-Bridge formula). Asking you a question that you want to answer (the "After") Giving you hints to help you connect the dots Showing you the common thread (the "Bridge") You can achieve this by founding your sales presentation on your audience's intuitions. Set them up with the closely-set "dots," then let them make the connection. Here are more tactical sales presentation ideas to steal for your own use: Tactic #1: Use Logos and Testimonials Use logos and testimonial pull-quotes for your highest-profile customers to strengthen your sales presentation. Example: Slides 21 to 23 include customer quotes from Schneider Electric, Financial Times, and Box. Why It Works: It's called social proof. Prospects value other people's opinions and trust reputable sources more than you. Tactic #2: Include White Space Pad your images with white space. Example: Slide 17 includes two simple graphics on a white background to drive home an important concept. Why It Works: White space creates separation, balance, and attracts the audience's eyes to the main focus: your image. Tactic #3: Incorporate Hard Data Incorporate hard data with a memorable background to make your data stand out. Example: Slide 5 includes statistics with a backdrop that stands out. The number and exciting title ('A Global Phenomenon') are the main focuses of the slide. Why It Works: Vivid backdrops are proven to be memorable and help your audience take away important numbers or data. Psychology tells us that seeing colors can set our mood. The color red is proven to increase the pulse and heart rate. Beyond that, it's associated with being active, aggressive, and outspoken. LinkedIn Sales Navigator uses red on slides to draw attention to main points: You can use hues in your own slides to guide your audience's emotions. Green gives peace; grey adds a sense of calm; blue breeds trust. See more here. Tip: You can grab free photos from Creative Commons and then set them to black & white and add a colored filter on top using a (also free) tool like Canva. Here's the sizing for your image: Caveat: Check with your marketing team first to see if you have a specific color palette or brand guidelines to follow. Here are some other takeaways from LinkedIn's sales presentation: Tactic #1: Include a CTA on Final Slide Include one clear call-to-action on your final slide. Example: Slide 9 has a "Learn More" CTA button. Why It Works: According to the Paradox of Choice, the more options you give, the less likely they are to act. How To Make A Sales Pitch In 4 Straightforward Steps Step One: Ask marketing for your company's style guide (color, logo, and font style). Step Two: Answer these questions to outline the "Before → After → Bridge" formula for your sales pitch: What are your ICP's pain points? What end picture resonates with them? How does your company come into play? Step Three: Ask account management/marketing which customers you can mention in your slides (plus where to access any case studies for pull quotes). Step Four: Download photos from Creative Commons. Remember: Graphics > Text. Use Canva to edit on your own — free and fast. 7 Embarrassing Pitfalls To Avoid In Your Presentation Over to you What are the sales presentation strategies that work best for your industry and customers? Tweet us: @Yesware. See uniquely effective sales pitch presentation examples and learn how to make a sales presentation that deeply engages buyers and helps you close the sale. Short answer What to include in a sales presentation? Cover slide - a visual hook UVP slide Who we are slide - provides context and demonstrates authority Problem slide - covers your prospect's main pain points Solution slide - describes your unique solution to the prospect's problem How it works slide - gives basic details about the onboarding and rollout process Social proof slide - includes testimonials, case studies, awards, or big client logos Benefits slide - outlines the outcomes the prospect can expect Next steps - gives the prospect a simple next step to proceed Get sales presentation templates Sales presentation examples are abundant, but GREAT examples are few and far between. You're not gonna eat anyone's lunch if you show up to the competition with the same set of (pretty) tools as all the rest. When preparing your sales presentation, your priority is to first stand out, second engage, and third drive action. The examples on my list all do this superbly. One of these sales presentations brought a 70% lift in SQLs, another drove 2X more demos when used in sales prospecting, and a third was shared with decision-makers within the prospect's organization 50% of the time. If you study these examples and apply what you've learned - you're gonna need a bigger pipeline. Gong can do no wrong. They are masters of sales collateral and sales messaging. Their sales presentation follows the recomended structure I gave you at the start of this article starting with a UVP and then covering who they are, problem, solution, how it works, benefits, social proof, and next steps. This presentation has it all. But Gong elegantly rolled up who they are with the problem and solution in a short and easy-to-follow video. Why separate them when you can merge them into one coherent and persuasive narrative? Zuora's sales presentation is the archetype of a storytelling presentation. Zuora was one of the first sales organizations to build their sales presentations around a grand narrative which earned this presentation renown as the best sales presentation ever. It presents a sea change, where the market is transitioning from a product subscription economy. The presentation outlines a "before-and-after" state of affairs with winners and losers. Those who embrace the change with the help of Zuora's solution inherit the earth and those who don't lose everything and get left behind. One of Udemy's major revenue channels is their B2B operation. It's a tough market in which they compete with other training and development providers. Their sales presentation uses dynamic variables to personalize their message to a specific prospect (it's the content in squiggly brackets). I specifically loved the personal note that the presentation opens with. It's a great place to include some of the specific concerns and interests that came up during the discovery call, or based on prior engagement by the prospect. Here's how you can personalize your sales presentations at scale: cprime's enterprise sales presentation leads by showcasing that they work with Fortune 500 companies. This form of "social proof" slash "proof of capabilities" is critical for enterprise selling. Enterprise buyers like knowing that your services are tailored for enterprise and can keep up with BIG requirements. cprime work hard to show they belong in an enterprise's solution stack. Only after catering to this do they proceed to break down their solution. I love how they break complex infographics into chunks that lead your attention with animation. And I realy love the idea of providing samples of their offering to make it concrete and easy to understand. This sales presentation and other interactive sales collateral helped ScaleHub establish themselves in the US market and brought them a steady flow of leads for their pipeline. Before this they were using the legacy PPTs and PDFs, but moving to this type of interactive content got more engagement, opened the door for relationships to form, and let them build a pipeline fast with relatively few resources. The presentation is quite a simple one, it's the text book problem-solution content structure, made leaner and easier to understand with interactive content and multimedia. Deliverights sales presentation is an outstanding example of turning a boring topic into an exciting proposition. (we're talking about a white glove delivery service mind you). The presentation does a great job of showing how easy and straightforward their solution is through visual storytelling. I specifically enjoyed their problem slide that effectively creates a persuasive contrast between the delivery process with and without Deliveright. This sales pitch presentation is beautifully personalized. There's the basic personalization of the prospect's name and company, but it goes much further… Wisestamp give their prospect a personalized preview of their product. Yep. Because the product is an email signature they can populate a signature with the prospect's information, name, job title, email, headshot and all. Another great thing this presentation does is segment the message to multiple decision-makers in their benefits section. Using tabs they can talk to different influencers from one single slide instead of "dirtying" their presentation with multiple slides addressing different people. This sales presentation example, by a heath-tech company, is a peculiar one. It's rare to encounter a long-form sales presentation, and even rarer to find one that works really well. But this one works big time. This presentation enables Healthy's champion to promote the solution within their organization. This involves persuading multiple decision-makers and influencers which the sales team has no hope of meeting face-to-face. The long form works well in this situation since it effectively communicates the value of Healthy's solution to a specialist audience that requires the details to make a buying decision. I love this sales presentation's cover slide. The grumpy octopus animation just pulls in your attention and the snappy and catchy title complements it perfectly and gets you intrigued to read more. I am also a fan of their direct approach - outlining the pain point first, hooking you with a sense of risk and urgency. And only after giving you the company and product intro as a segway into the solution. It's a great example of a lean and clean sales presentation with no useless noise and some smart use of visual cues that direct your attention and keep you reading through to the end. This example leads with hard numbers to make a case for their solution. If you have numbers this practice is a good idea since buyers love numbers. I think this sales presentation does a solid job of painting a full picture of what Orbiit can deliver and how it works. Specifically, I appreciate the way they demo their service so simply with visuals and explanation text. By the end, you have a clear idea of what they provide, how it works, and the value it brings. This is a good example of a technical sales presentation that targets a DevOps audience. It uses technical jargon which is usually recommended not to do, but in this case, positions them as peers who know what they are talking about. This presentation goes after operation managers and C-level executives by pitching their solution as a way to cut costs and shorten delivery times. They make a compelling case for a very savvy audience and hard-to-please executives. This sales presentation shows how great design should not come at the expense of great storytelling. I was impressed by their sharp messaging that goes back and forth between life with and without their product. They make the case for taking action now to reap the benefits tomorrow. They make sure to counter prospect's urge to stick with the status quo by reducing the their perceived risk and giving them insight into how their apps work and how rolling out the solution will look like. It makes digitalization of manufacturing management seem like the easy way forward. They make it feel so simple. It's inspiring. To make your content creation fast and easy I've brought you some of our best sales presentation templates. They'll help you set up a top-tier deck in less than an hour. These templates apply the effective storytelling structure that worked for most of the examples on my list. They all use interactive design that makes you stand out, engage prospects, and help them take the next step. Each of these templates was tried and tested for every device or screen size. Grab one. You could say that a sales presentation is only as good as the sales rep presenting it, but that's only partly true. People forget about 90% of what you tell them within 2 days (it's called the Forgetting curve, look it up). And I am guessing that your sales cycle is longer than 2 days… Even if you're a rock star, will your star power last long enough to influence the final buying decision? Likely not. If you're smart, you rely on your sales presentation content to work for you behind closed doors and serve as your voice when you can't be there. Sounds nice, doesn't it? If only it were so simple. But most sales presentations don't work like that. Without you to present them they're as inviting as drinking warm beer. My goal for this post is to show you examples of how smart sales teams managed to make sales presentations that sell while they sleep. They all look the same. They're not (really) personalized. And they're static and boring. We all know sales presentations need to be pretty, but now we're all making pretty much the same presentations. Standing out from your competition is 90% of the battle, and you're losing it. Worse yet, too many sales teams default to sending generic one-shoe-fits-all sales presentations to all their prospects. I get it, there's not enough time to justify the high touch. So what now? I'm gonna show you sales presentation examples that use interactive multimedia content and personalization to stand out, engage, and win more deals. NOTE: Based on our analysis of over 100,000 sales presentation sessions I can tell you that moving from static to interactive sales presentation could get you a 146% increase in average reading time and a 41% increase in prospects who read your presentation in full. Grab a sales presentation template Get notified as more awesome content goes live. (No spam, no ads, opt-out whenever) You've just joined an elite group of people that make the top performing 1% of sales and marketing collateral. Stop losing opportunities to ineffective presentations. Your new amazing deck is one click away! A good sales presentation is more than a simple pitch, a demo or a list of facts and figures. Done well, at the right time in your sales process, it's a tool for getting your prospects' attention, drumming up excitement and moving prospects toward a buying decision. In this guide, you'll learn how to use the power of storytelling to drive decision-making and close more deals. We'll also cover the fundamental elements of the best sales presentation ever, what to include in your sales decks and practical ideas on how to deliver them. A sales presentation is a live meeting where your team showcases your product or service and why it's the best option for your prospect. Although the terminology differs from company to company, a sales presentation is not always the same as a sales pitch. A sales pitch doesn't use visualized sales presentation themes – it's what your sales professionals do all day long, on the phone, over Zoom or in person with clients. A sales presentation (although it's still a sales pitch) is a point-in-time event that usually happens when your sales team is trying to close a more lucrative deal. It's not a simple phone call, as it often involves a meeting and a demo. Because you're likely presenting to a group of senior decision-makers and executives, even the best sales presentation ever requires ample prep time and coordination across multiple team members.Key takeaways from this sales presentations article Deliver effective presentations: Make your sales presentations compelling with storytelling, effective slide decks, tailored content and strong delivery techniques.Benefits of great presentations: Sales presentations grab attention, excite prospects and drive decision-making, helping close more deals by showcasing your product's value.Pipedrive's tools, including customizable sales dashboards and Smart Docs, help a sales presenter create professional, tailored presentations that enhance your sales strategy. Try Pipedrive free for 14 days. Use stories in your presentations to help people remember and relate to your brand. Statistics, facts and figures can help when you're trying to persuade a prospect to become a customer, but they're more impactful if you can frame them with a memorable story. For example, tell a story about a customer who faced the same challenges as your prospect and supplement it with powerful data, they are more likely to listen and want to know more. Human beings have a deep relationship with storytelling. Stories move, teach and, in a sales context, persuade audiences. Chip Heath, a Stanford professor and the co-author of Made to Stick, demonstrates the importance of storytelling by doing an exercise with his students. He divides them into groups and asks them to deliver a one-minute persuasive pitch based on data he's just shown them. After the pitches are delivered, he asks the class to jot down everything they remember about them. Although most students use stats rather than stories, 63% remember the stories, while only 5% remember an individual data point. The stickiness of stories makes them a useful tool for developing a sales presentation outline. They help prospects understand and remember the key points of the presentation and your product.Analogies or relatable stories are an extremely powerful technique to avoid using internal 'jargon' and allows the customer to understand the product/service in the real world Your presentation is about the solution you're offering your prospects, but it shouldn't start with that solution. Instead, lead with the problem your solution was designed to solve. "Value selling is key," says Bradley Davies, business development at Cognism. "It is important to understand your buyer and tailor their journey to what you can do for them. "First, you need to understand what is motivating them to have a discussion, which allows you to identify their pains and present how your offering solves their pains. Everything presented to a prospect should be based on the value for them specifically." You might choose to tell a story that positions your product as the hero, helping the customer vanquish a villain: their pain point. Your story should be tailored to the pain points of the prospects in the room. For example, a change to their business, industry or the technology they use. "If an element of your offering is not relevant, then don't distract them from the important features. It will keep them engaged and help to build their user story," adds Bradley.Create a sense of urgency around your product: It's a solution to their problem, but if they don't act now, they could miss an opportunity. Tell a story about what might happen if your prospect doesn't change, framing the consequences of inaction. You've outlined the problem and, if you're doing your job, your audience is nodding along. Now it's time to start talking about the solution. However, that doesn't mean you should launch into the features and benefits of your product just yet. Rather than presenting your product, a good sales presentation draws a picture of what life could look like for a customer once they start doing things differently. How will their workload or productivity improve? What will they be able to do with additional time and resources? How will they reduce spending and increase revenue? From there, introduce your solution and the features that can make this brave new world possible. Do this in a few ways: Position your features against the old way of doing thingsPresent those features as "superpowers" that will solve your prospect's problemsCompare those features to competitors' featuresQuantify the value your features bring vs. the cost of doing nothing Use a combination of some or all of the above Most sales presentations include a slide deck to deliver facts, case studies and statistics that convey the value of your solution. A corporate presentation showing new promotions can be a powerful tool to engage prospects and keep them interested in your product or service. Highlighting key promotions and offers ensures your audience knows exactly what value they can gain by choosing your business.When preparing a corporate presentation showing new promotions, focus on how these offers align with the needs and challenges of your audience. Tailoring the promotions to the specific interests of your prospects can drive excitement and motivate them to take action. Create your sales pitch deck in an application like PowerPoint or Google slides to ensure your presentation is visible to everyone in the room (or in a virtual setting). The best sales decks have a few key elements: A great cover image or opening slide. Like the story you open your presentation with, your cover slide should grab your audience's attention.Data and key points. Charts, graphs, infographics, quotes and other information back up your presentation. Your slides should support your presentation by visualizing data, not repeating what you're saying. You can get metrics from third-party sources or (if appropriate) from your own sales dashboard.Testimonials and case studies from other customers. Quotes and success stories from or information about other customers, preferably in the same industry as your prospects, will act as social proof and go a long way to backing up your claims.Competitive context. In all likelihood, your product isn't the only one a potential customer is evaluating. Savvy sales professionals take the opportunity to proactively communicate how their product stacks up to their competitors' and anticipate objections. Customized content. While it might seem tempting to use the same content for every presentation, you should personalize your presentation for each meeting. You might want to use your prospect's brand colors, find data specific to their market or industry, or reference an earlier exchange. You can find ready-to-use customizable sales decks through a graphic design app, such as Canva.A glimpse into next steps. Give your prospects an understanding of what new customer onboarding looks like with a slide that includes a direct call to action offering next steps. For some companies, the training and customer support experience can be a value proposition in and of itself.A note about text in your sales deck: Keep the slides simple and light on text. Your prospects don't want to look at a wall of words to read. According to data from Venngage, 84% of presenters use visual data in their presentations – and for good reason: You don't want to overwhelm your audience with text as they listen to you, look at your sales deck and watch the demo. When you do include text, ensure you use a font (and font size) that can be easily read by everyone sitting in on your presentation. Need help? Enter your email in the box below to request some sales presentation templates.Nail your sales presentations with this guide containing the 8 slides you need and tips on how to make them. Now that we've discussed the story elements of a sales presentation and your slide deck, what else should you bring to the meeting? Most sales presentations are in-person affairs and include visual elements like a sales deck, handouts or even an in-person demonstration of the physical product. Here are a few things to think about including in your pitch. Nothing sells a product like seeing it in action. Take Scrub Daddy, a sponge that changes shape depending on the heat of the water. When Aaron Krause, Scrub Daddy's founder and inventor, presented the product on Shark Tank in 2012, he demonstrated the sponge cleaning dirty kitchenware and greasy countertops. He also used bowls of water and two 10-pound weights to show the sponge's amazing morphic abilities. The tactic paid off: Scrub Daddy partnered with Lori Greiner for $200,000, in return for 20% equity in the business and is now considered one of Shark Tank's most successful products. Not all products are easy to demo, so you may have to improvise. With a physical product, think of the perfect environment for a demo. What would show the product at its best?With a digital product, make sure you have the technology on hand to show what your product can do (and check beforehand that the tech works). If it's a mobile app, have your prospects download it. If it's a platform, consider producing recorded or interactive product demos that can be embedded in your sales presentation.For items that are too big to be brought in or which are location-specific, you may have to rely on a video as part of the presentation. Depending on the nature of your solution, you may want to have materials you can leave with the prospects in the room. This can be as simple as contact information or sales literature you pass out at the end of the presentation. It can also be something that's part of the presentation, like a QR code that allows them to download the demo on their phones. Whatever format you choose, make sure the material is concise and to the point. Once you develop a strong sales deck template, it's tempting to use it over and over with your target audience. Remember, personalization is essential in sales. During lead generation, prospecting and sales calls, you know that prospects are more interested in buying if your pitches are tailored to them. It's the same with your sales presentations, especially if you have an unusual prospect. Let's say your product is a CRM that's normally used by sales organizations, but a human resources department is interested in using it to create a recruiting pipeline. You wouldn't use a sales deck with sales-related examples to sell it during the presentation. Instead, you'd research talent acquisition challenges, ask your product department to create a template or a demo aimed at recruiting and build your sales deck accordingly. Different industries have unique challenges and opportunities. It's your responsibility to tailor your value proposition and key bullet points accordingly. "To craft the perfect sales presentation pitch," advises Danny Hayward, Sales Manager at Unruly, "ensure you take care of these three things: Ask the right questions beforehand to understand the needs of the client, especially their flawsLearn your product inside and outRehearse, rehearse and rehearse againAsking the right questions before sculpting your sales presentation pitch allows you to tailor it directly to what the client needs to help them meet their specific business objectives. Learning everything you need to know about your product ensures you know it inside and out, so no stone is left unturned in case you get asked any sticky questions. Finally, rehearsing out loud is fundamental. Record yourself if need be to uncover any sticking points. Here are a few tried and true sales presentation techniques to make sure you close the deal. Whether you're presenting solo or as part of a team, it's important to plan in advance. Follow these sales presentation tips for preparation. Practice, practice, practice. You'll need to get the timing right, especially if your presentation has a lot of moving parts. Go through it to make sure your timing works, so that you can nail the meeting itself.Make sure everything works. You don't want to go into a meeting with a faulty PowerPoint presentation or a broken sample – or find out there is no whiteboard when one is integral to your demonstration. Do your best to make sure everything goes to plan.Decide on everyone's roles. This one is just for those presenting as a team. Will different sales reps speak through each section? Will one rep talk while the others handle the sales deck and demo? Decide who will do and say what ahead of time.Know your attendees. Make sure you know who from the prospect company will be in the meeting, their titles and the roles they each play in the buying process. Conducting light social media research can also clue you into attendees' past experiences or alma maters (information that can fuel pre-presentation small talk and forge closer connections with your audience). Presentations usually happen in person, which is why you need to practice strong body language. You want to look relaxed and confident (even if you're shaking in your shoes). Here are some ways you can improve your body language: Eye contact. Make and maintain eye contact, even in virtual meetings. This shows people you're interested in them and invested in what they have to say.Stand up straight. Pull your shoulders back and straighten your spine; fixing your posture is an easy way to convey confidence. You'll also feel better if you're not hunched over.Chin up. It's hard when you're in front of people, but don't look at the floor or your shoes. Face straight ahead and make eye contact (or look at the back wall rather than the floor.)Have a firm handshake. Some people judge others by their handshakes. Offer a firm handshake to make a good first impression. Presentations can span 30 to 60 minutes or more, so you need to be able to hold your prospects' attention. There are a number of ways to keep everyone interested: 1. Understand your audience's attention span The beginning and the end of your presentation are the most memorable, so that's where you want to use your strongest material. Rather than leading with your product's features, use the first few minutes of a presentation to briefly introduce yourself, and share the compelling story we mentioned earlier. If your demo itself is compelling, lead with that. Then talk about product features and pricing. Your prospects might have already researched it or can look it up afterward, so it's fine that it's occupying real estate in the middle of the presentation. Lastly, finish strong. Return to your story, sharing how your product solved an important problem. Close with confidence, and open the floor for questions. 2. Be funny Humor can be tricky, so if you're not comfortable making jokes, don't force it. If, however, humor is part of your brand voice and you think it will be well-received by your audience, go for it. Humor can be a good way to connect with prospects, make your presentation memorable and relax everyone in the room. 3. Use a little showmanship The best thing about a sales presentation is that it lets you show off your product. Unlike a pitch, a presentation lets you pull out the stops, make a splash and showcase your solution. Use this to your advantage and be as memorable as you possibly can.Get public speaking coaching, even if you are a competent speaker. I once took an eight-week course that immensely improved my communication skills during a pitch. Just to drive this home, I then coached someone who entered a Santander startup competition. They won. The sales cycle isn't over when the sales presentation ends. Here are some tips on how to wrap up loose ends and close the deal. Encourage questions to show prospects you care about their experience. Sometimes prospects may want a question answered right in the middle of a presentation. Interactivity is a great sign of engagement. If that happens, stop the presentation and take their questions head-on to show you're listening and validate their thoughts. Other times they may sit silently waiting for you to give them all the information they need. In either case, proactively ask for questions once you've ended your presentation. Encourage them to share their concerns. This is a consultative selling approach that works to build a relationship with your prospects. By the end of your sales pitch, your prospect should be ready to come along with you and start your business relationship. Outline the next steps of the process. The first could be offering a trial of your product, scheduling a follow-up meeting or sending over a proposal. Whatever the steps, make sure they're clearly defined. If you don't hear from the prospect soon after the proposal, check back in with a follow-up email or call. Here are some sales pitch examples you can use to inform your next sales presentation; these examples range from great sales decks to sales pitch presentations and we'll explain why they worked so well. Stephen Conway of vegan chocolate brand Pure Heavenly opened his elevator pitch on the UK's Dragons' Den in 2019 by handing out samples of his chocolate. The product, paired with Stephen's story about wanting to create an allergen-free treat that his young daughters could enjoy, led to three offers. Why it worked: Conway knew the strength of his product and packaged it in a personal story, betting (correctly) that it would sell itself. Lunchbox is a restaurant technology company that specializes in online ordering, customer loyalty and guest engagement software. The sales deck the company used to raise its $50 million Series B in 2022 relied on bold visuals and graphs to illustrate its market opportunity, ARR history and competitive differentiators. Why it worked: This selected deck of the best presentation examples tells two stories, one about the company itself and another about the way consumer dining habits have changed in the wake of COVID-19. Lunchbox used data to show how it met the industry's new pain points for both itself and other companies. When Brian and Michael Speciale went on Shark Tank in 2017 to pitch their product, The Original Comfy, they had very little – no numbers or inventory, just a prototype of a big fleece blanket/hoodie and video of that hoodie being worn everywhere from the couch to the beach. What they did have was a good product and confidence in that product. Their presentation earned them an offer of $50,000 for 30% from Barbara Corcoran. Why it worked: Corcoran says she bought in because the Speciale brothers had a good idea, the guts to present it and knew they had to strike while the iron was hot. While you probably should be more prepared for your own sales presentation, the Original Comfy story shows just how important confidence is in a sales presentation.How should you begin your sales presentation?Begin your sales presentation by capturing your audience's attention and establishing a solid foundation for the rest of your presentation. Here are some steps to consider: Greet and introduce yourselfEstablish rapportState the purpose and agendaAddress the pain pointsPresent a compelling hookOutline the benefitsEstablish credibilitySet expectations Remember to maintain a confident and enthusiastic demeanor throughout your presentation.How long should a sales presentation be?The ideal length of a sales presentation can vary depending on factors such as the complexity of the product or service, the audience's attention span and the context in which the presentation is being delivered. However, keeping a sales presentation concise, focused and within the timeframe is generally recommended.How to end a presentation (including an example)The conclusion of a sales presentation is a significant opportunity to leave a lasting impression and inspire action from your audience. Here are a few steps you should take to end your presentation effectively. Include a call to actionSummarize key pointsShowcase success storiesOpen the floor to questionsOffer additional resources Here's an example of how to end your presentation: "To quickly recap, we've covered these key points today: [Summarize the main features and benefits briefly]. "Now, let's revisit our success stories. Our clients, like [Client A] and [Client B], achieved [mention their specific results]. These successes demonstrate how our product/service can deliver tangible benefits for your business. "I'd be happy to address any questions or concerns you may have. Please feel free to ask about anything related to our offering, implementation process or pricing. "Before we finish, I'd like to encourage you to take the next step. Schedule a demo, request a trial or start a conversation with our team. Don't miss the opportunity to experience the advantages firsthand. "Lastly, we have additional resources available, such as case studies and whitepapers, to provide you with more insights. Feel free to reach out to our team for any further assistance. "Thank you all for your time and consideration today." It can be tempting to play it safe with a sales presentation by keeping it to a sales deck and a speech – but a sales presentation should be a show-stopper. The best sales presentation tells your customer's story, validates with data, offers a demo and more. It's a major undertaking that shows the strength of your product. Done well, it keeps your prospects engaged and will make them want to do business with you. Show customers how your product can push their business forward (or better yet, how your product can make them the superhero) and you'll have a winning sales presentation that sparks your customer's interest and drives revenue.Nail your sales presentations with this guide containing the 8 slides you need and tips on how to make them. 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