



Why your sales presentation
could be losing you sales and
costing you clients!

And, how to turn it around.

Who's creating your sales presentation?

If the members of your sales team create their own sales presentations rather than using a the "corporate sales deck" then you are not in the minority. In a recent survey of sales leaders it was reported that 78% opted to create their own sales presentations.

The reasons cited for doing this centred around the fact that salespeople felt corporate slide decks (often created by the marketing or branding team) fell short in a number of areas:

- Presentations did not craft a narrative or positioning story and failed to resonate with buyers
- Slides overpopulated with product features, company information, client portfolio and other generic information are of zero interest to the customer and waste precious pitching time
- Branded and heavily templated slides can be difficult to use, wasting time and causing much frustration!

The preferred option for many sales people being to ditch the corporate sales deck and create their own. However, this causes three major problems:

1. Sales people spending a large proportion of their time creating their own presentations rather than selling. A CMO Council Study reported that **as much as 40% of sales reps time is spent creating presentations** and preparing for pitches!
2. Everyone is telling a different story.
3. Brand consistency suffers causing dilution and a disconnect with what the buyer has been used to seeing in other marketing materials.

The results of this are that sales cycles get drawn out, **conversion rates decrease**, customers get confused, sales people get frustrated and **revenue falls short** of expectations.

What is the true value to your business?

If 78% of your sales people are creating their own presentations and using up to 40% of their time do so, what is the true cost of that to your business?

If you could provide your sales team with a sales deck that was ready to go, you would greatly reduce the amount of time spent on creating materials and enjoy a significant increase sales performance!



What does your sales teams need from a sales presentation?

The goal for any sales presentations is to sell. In order to sell, messages must connect to relevant buyer issues. These messages differ greatly from the marketing messages developed for brand slogans advertising campaigns which would rarely answer the real world questions your potential customers are asking your salespeople. Your sales people need a sales deck that:

- Encourages **business conversations** and is not too technical or jargon heavy
- **Tells a story**, not too focused on product features
- Explains the buyer **problems you solve** and why **they should act now**
- Clearly **differentiates you** from other suppliers

Turn it around:

The 7 keys to a highly effective sales deck

So, how do you create a sales deck that boosts sales performance and eliminates the need for constant adaptations and brand dilution?

1. **Always Audience-centric**

The most effective sales presentations are about the customer... Not your company or your product. The presentation must address your customer's problems and challenges and offer solutions. It must NOT push your company, product or latest product features.

2. **Harness the power of story**

Tell a story... Our brains are hard wired to remember stories and the best sales presentations take the customer on a journey where the narrative articulates the big scary problem that faces them, shows how existing systems fail to provide a suitable solution and then goes on to demonstrate how your product will solve the issue and transport them to a better situation than before... their happily every after!

3. **Create urgency**

Build your story around current market dynamics that create urgency. The business world is in a constant state of change and buyers are frequently having to adapt. Successful sales pitches are based upon the story surrounding your customers' aspirations and headaches. They must believe that failure to solve the issue with your product could bring dire consequences.

4. **Focus on revenue**

As much as the story is important to engage the audience, to aid the decision making process your customer will want to know the business benefits and impact on revenue along with any other key measures of success. Connect your story to the results and how their situation could be fundamentally different in 6 months time.



5. **Encourage conversation**

You have about 10 minutes before your audience checks out, so ensure your presentation allows for interaction or better still conversation. Ask them for their experiences of issues you address. This will enhance your connection with the audience and prevent boredom

6. **Allow for adaptations**

No one sales presentation works in every situation and sales people will want to be able to work from a suite of slides where they can pick slides that work for the customer they are meeting. This can be easily achieved if you have a suite of modular slides that reinforce your overall story with key messages and data, but also have slides that can easily be updated with customer specific content where required.

7. **Make the right impression**

Power your presentation by ensuring that it is on brand and projects the same professional finish as all brand and marketing materials. Incorporate well designed visuals, infographics and images so that you stand out and are remembered for the right reasons

Conclusion

The companies set to enjoy enhanced sales team performance and sales growth are those who equip their sales teams with presentations that combine the powerful emotion of story with the logic of data and supporting and visuals that spur decision making. The company must demonstrate that they “own” the problem that the buyer deeply cares about to clearly differentiate themselves from all others. Given that 78% of sales teams aren't using their corporate deck, there's significant opportunity for companies that adopt a presentation strategy set out here.

About Slide Deck

Slide Deck is a presentation design agency devoted to helping companies create presentations that connect with their audience to win business. Our team of designers and marketers combine marketing communications, sales psychology, design thinking and business understanding to develop business winning presentations and sales materials.

We don't just create excellent graphics; we identify the content your required to connect with your customers on a deeper level and craft the visuals and messages around that. We've seen firsthand the combined power that stories, data and illustrations can have in making the audience connect with a company, transitioning them from a commodity to a valued partner.; how it can rescue a business from the trenches of an impossible-to-win price war, and how it can motivate employees and customers alike to become full-fledged fans.

Form more information please visit www.slidedeck.co.uk

Or contact us at Email: info@slidedeck.co.uk Tel: +44 (0) 118 343 4999



Slide Deck

If you would like more information about Slide Deck and our range of services, or you'd like a free sales presentation audit then get in touch:

Call: +44 (0)118 343 4999

Email: info@slidedeck.co.uk

www.slidedeck.co.uk

Ref: Why Sales Doesn't Use Your Presentation 2012, firebk.com. 8 Challenges of Sales and Marketing Alignment, Seismic.