

Module Three:

Sales Appointments

Worksheet:
❖ Designing your Presentation

Designing Your Presentation

In the Home Play at the end of the last session you began to develop your Discovery Session, which is ultimately your 4 o'clock sales appointment. The presentation part is when you make a recommendation to your prospect about what you will do for them. This will depend upon the person however, the packages your offer provide clarity allowing you to come prepared and present your offer powerfully and consistently.

Working with the table below, begin to match the key benefits identified in the Worksheet: Winning Clients and craft sentences that best summarise your benefits.

What does the prospect need to know in order to a) be confident your package is going to be a valuable investment and b) deliver the result they want and c) that you are the best person to deliver it (<i>for them</i>)?	How you describe this feature and its associated benefits? (Play with a variety of ways present your offer until you find a powerful sentence that resonates with people. Tip: Practice on prospect and friends)