


Purposeful Presenting

Tell the buyer what they want to hear




Presenting Big Picture

The most effective arguments you can make are the ones the buyer wants to hear


Understanding of your Buyer's needs. (Your Notes) ↔ Understanding of your company's capabilities. (The Brochure)

These means every presentation is customized!



Present SOLUTIONS

- Offer specific solutions, don't just review options.
 - It is more productive and easier for the buyer to respond to specifics than menus of options.
- If need be, offer the solution and then defend that solution as the appropriate fit for the buyer's needs and situation.
- Once more: BE SPECIFIC – AVOID MENUS



Introduce / Frame Your Solution

- You need to give your buyer a big picture view of the overall solution you are providing.
 - Introduce the specific solution
 - Frame this solution into an easy to understand value package that can easily be related to...
 - "Think of NetSuite CRM+ as productivity tool, meets feedback tool, meets planning tool. And this multi-function tool helps your organization become more efficient and effective. Plus it is as easy to use as any website. Can I show you how it will address your specific needs quite effectively?"
 - Moving to the PPW can be a good next step.

© James A. Eckert, Ph.D.

The VPC Presenting Process

VERIFY Verify that the issue you are about to speak about is still relevant for the buyer


PRESENT Use a combination of presenting techniques to strongly make your case in an engaging and customer friendly way

CONFIRM Directly ask if what you presented satisfies the buyer in relation to the issue being discussed

Repeat with EACH major issue

VERIFY

- Go back to notes and start with the biggest issues
 - Don't waste interaction on minor issue
 - If you don't know which is most important, ask.
- If issues have many sub-components be sure to be clear about working through each
- PP Worksheet can be organizing document for this part.




Presenting

- **Feature**
 - A characteristic of the product
 - Features are always features
- **Benefits**
 - A point of value for the buyer
 - Benefits vary by buyer (even with same features)

Focus on presenting specific benefits


If required, also address advantages over competition



“False Presenting”

- When your presenting is mainly just speaking at the buyer.
 - SELLER OPINION: “It must be true, I said it”
 - BUYER OPINION: “It must be a lie, he said it”
- To truly present always use at least two of the following methods:
 - Multi-Media
 - Proof
 - Demonstration
 - Story Telling

The best approach is when these are used in tandem – at least 2 at a time integrated together.



True Presenting

- **Multi-Media**
 - Add in visuals and involvement as often as possible.
 - Feel free to highlight brochures, cut and paste web sites, and such to reinforce your verbal points.
 - Visual + Verbal always outperforms just visual or just verbal
- **Demonstration**
 - When you can show an actual demonstration of the product.
 - Involve the buyer in the demonstration
 - Focus not just how it works, but also tie that to the selling points you are trying to make.

True Presenting (continued)



- **Proof**
 - Don't rely on the "Trust Me" method
 - Bring in calculations, numbers, etc.
 - Use 3rd party endorsements when possible
- **Bring to Life**
 - Use recent success stories to illustrate benefits
 - Use "imagine this" to help buyer see how the benefit would positively impact their situation

These methods provide you with greater "Umph"

Confirm With Buyer



- Just because you made an argument doesn't mean the buyer bought it
- Ask a direct confirming question and then wait for the answer
 - If yes – STOP presenting on that issue and move to the next one
 - If no – ask what is not fitting correctly for the buyer (apply smart persistence to this task) and then deal with that and then confirm again.

Repeat.....



- Go thru this process with each major issue
- When done, do a major issue summary and ask for questions or concerns.

Following this process will ensure the buyer is hearing what they need to hear to make their decision.
It is both efficient and effective.

Purposeful Presenting Worksheet



- Worksheet acts as organizing document:
 - Set-up entire presentation
 - Frame/Introduce the solution
 - Confirm each issue
 - Visually assist your confirm
 - Repeat!
- PPW is NOT the content of the presentation, it is a visual guide to the structure of the presentation. (It comes & goes!)

© James A. Eckert, Ph.D.

