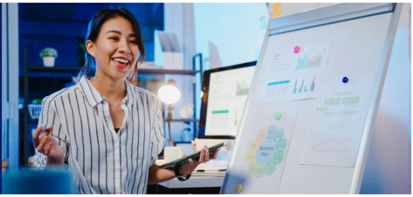
Presentation Sales Play

Welcome to the Presentation Sales Play, your ultimate resource for mastering the art of presentations. This sales play coincides with the Discovery Sales Play for presenting to prospects.

We'll guide you through what to know, say, show, and do to excel in sales presentations, helping you to build confidence and presentation skills with any conversation.



The information within the presentation play should be used in conjunction with your knowledge and usage of the MEDDPICC methodology and the discovery sales play. Utilize different segments of this guide to build up your presentation skills. **Practice and experience will be vital to building your confidence and abilities!**

What to KNOW | What to SAY | What to SHOW | What to DO

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WHAT TO
KNOW
PRESENTATION SALES PLAY

Let's go into detail about each component that you need to know before presenting information.

1. BACKGROUND INFO

Going into a call or business presentation, it is very important to **organize all the information you already know** about the company and the person you are speaking with so you can build a hypothesis based on their needs and how Motus can help.

What MEDDPICC information do you already have, and what information do you need to uncover on this call?

Lack of preparation, in all aspects, will most likely lead to a lost sale.

> Only **20% of salespeople** can satisfy buyer expectations and create value at the first touchpoint.
>
> \- Forrester

Common Issues with Sales Presentations

- No pre-planned agenda
- Lack of prospect-tailored presentations
- Inability to handle objections
- Lack of preparation leads to brand deterioration

Check Salesnav, Salesforce, Gong, Zoominfo, and Google to find out information about the prospect.

Sales Nav | Salesforce | Gong | ZoomInfo

Pre-Presentation Checklist

Internal

This is a pre-presentation checklist for business professionals. Research the prospect and their company, identify their needs, and prepare a tailored presentation with a…

Account Plan

Internal

2. KNOW YOUR AUDIENCE

Presentations run flat without acknowledging and tailoring the conversation to the intended audience.

Do you know who you're creating this presentation for? What background are they coming with? What's your purpose in sharing a presentation?

> "They need to know up-front how you will answer the basic questions they have of: **'What's in it for me?'** **and 'Why should I care?'**"
>
> *- John Parker Stewart | Author of Mastering the Art of Oral Presentations*

Personas

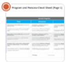
- Who will be on the call?
- What are their titles?
- What is their role on the call?
- What are their expectations/ what do they want to get out of the meeting?

Buying Decision Team Role

1. How are they going to decide to move forward? [DECISION PROCESS]
2. Do you know who the economic buyer is? [ECONOMIC BUYER]
3. What is their buying/procurement process? [PAPER PROCESS]

Common Pain Points with Personas or Industry

Internal



Value Prop by Program and Persona Cheat Sheet

Internal

Buyer Persona Cheat Sheet

Internal

Title Targeting Plan

Internal

The article offers tips for outbound marketing targeting specific personas, including reviewing employee counts and program titles, removing non-aligned titles, and…

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WHAT TO
SAY
PRESENTATION SALES PLAY

Let's discuss what to say during the presentation and what to watch out for during the conversation.

1. BUILD RAPPORT

Start your meeting positively by offering a warm and friendly greeting. This simple act and attentive body language can significantly enhance your negotiation techniques.

Not only does it help your prospects feel at ease, but it also makes them more open to your sales pitch. Highlight a unique aspect about your prospect discovered during your research, showing them you value their individuality.

- Try to **avoid topics** like the weather that everyone talks about!
- Get creative and show your personality to start to build relationships.

This is important because it can:

- Establish trust
- Create a connection
- Enhance communication

16 Effective Sales Meeting Icebreakers...

5 Data-Backed Ways to Build Rapport with...

10 Secrets To a Successful Sales...

The Essentials of Crafting Effective Sal...

2. INTRODUCTION

Brief intro of yourself and Motus, and have everyone on the prospects' end go around and introduce themselves, their role, and what they are looking to get out of the meeting.

- Practice active listening
- Find valuable bits of insight about your prospect's intentions & goals

3. SET THE AGENDA

Set an agenda for the call and make sure your prospects agree.

Setting an agenda and sticking to the agenda is crucial for several reasons:

- **Guiding** the conversation – help steer the conversation in a structured manner.
- **Setting** expectations – clearly outline what will be discussed during the call to make the time more productive.
- **Managing** time—Time is valuable for both parties, and it prevents the call from being dragged on unnecessarily.
- **Demonstrating** professionalism - presenting a well-defined agenda showcases the salesperson's professionalism and preparedness.
- **Building** rapport - discussing the agenda at the beginning of a call fosters transparency and collaboration. It allows both parties to align on the objectives and ensures the conversation flows smoothly.

Rapport Examples

- *"I saw that you've recently celebrated X years in the company. Congratulations on this remarkable milestone in your career! What's the best part about your job, by far?"*
- *"You posted on LinkedIn that you and your team spent time on a cabin retreat. What an awesome team-building activity! Did you have some colleagues you've only met in person for the first time because of remote working?"*

Agenda Template

- **Meeting length**:
- **Meeting date + time**:

- **Meeting mission statement**: *Brief description of meeting*
- **Quick overview**: *What will be discussed?*
- **Action item**: *Brief description*
- **Action item**: *Brief description*
- **Follow-up items**: *Assign action items to salespeople to work on after the meeting*
- **Takeaways**: *Outline next steps and ask if anyone has questions*

Important Note

These steps don't equal a perfect presentation, but they do set you up for success. **Remember to be you, not a robot.**

Do's and Don'ts of What to Say in a Presentation

Giving a presentation can be stressful. There are too many balls to keep in the air: an effective opening, audience engagement, body language, visual aids, and anxiety management. On a positive note, public speaking and presentation skills can be learned and refined. See the following information on the dos and don'ts of presenting.

DO

1. **Focus on the Key Message**—Your audience should be captivated by the significance of your speech right from the start. This will pique their interest and maintain their engagement throughout.
2. **Structure Your Speech** —Planning your speech is the only way to avoid getting sidetracked. As you think about your message, try to structure it in a way that makes its delivery most effective for the audience.

DON'T

1. **Don't Read Your Slides**—Perhaps the worst thing you can do during a presentation is read your script. Even glancing at a paper or screen far too many times is distracting enough.
2. **Don't Rely on Slides**—A slide should never be the main source of information for the audience. Remember that your audience needs to learn from you, the speaker, not your slide.

3. **Tell a Story**—Stories have a unique ability to captivate. So, start your presentation with a compelling narrative or sprinkle one in the middle to keep the audience connected and interested.
4. **Keep a Conversational Tone**—Act like you are communicating your message to individuals rather than a large audience. This will ease your anxiety and help the audience connect with you.
5. **Remember the Takeaway** - What would you wish the audience to take away from your speech as they leave the room? Define it in a single phrase or sentence using straightforward, accessible language, and present it at the end of your presentation.
6. **Time Yourself** - Even if it's not rigidly set, the audience will have certain expectations about how long your presentation will take.
7. **Rehearse!** - Practice your speech as often as necessary to build confidence. This is not to say you should memorize every word or sentence, but you should know exactly what you must cover at every point.

3. **Don't Talk Too Fast/Slow**—Maintain a consistent pace that's neither too fast nor too slow. Talking fast might cause unnecessary tension in the audience, and excessively slow speech will annoy them.
4. **Don't Neglect Body Language**—When rehearsing, don't neglect body language. Practice standing tall, keeping your hands open, and keeping your movements relaxed.
5. **Don't Rush**—No one expects you to talk for 10-15 minutes without a pause. Take a few seconds once in a while to breathe. Draw in deep breaths to collect your thoughts and calm your nerves if the situation calls for it.

1 ATTENTION
2 PROBLEM
3 TRUST
4 STRUCTURE
5 NEXT STEPS

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WHAT TO
SHOW
PRESENTATION SALES PLAY

Showing is a key part of any presentation, but WHAT you show can determine the outcome.

TAILOR YOUR PRESENTATION

- Develop a *concise and compelling* sales pitch using content that highlights your product's unique value proposition beyond just features.
- Prepare a storyline and use your presentation to support you rather than vice versa. *Consider your prospect's goals* and use that as the backbone to tailor your sales materials.
- Include case studies, visual representations, and social proofs to help drive prospect engagement throughout the presentation.

> "Tailoring your presentation **shouldn't mean that you're re-writing** the presentation for each customer, but it's more about **adding relevant content and removing what is irrelevant."**
>
> *- Sami Suni | Founder & CEO of Showell*

Questions to Ask

- What are the prospect's goals/objectives?
- Which solutions are you pitching and why?
- What business outcome is your client trying to achieve? [METRICS - M2]
- Focus on pain points [IMPLICATING PAIN]
- Gather as much MEDDPICC information as you can*

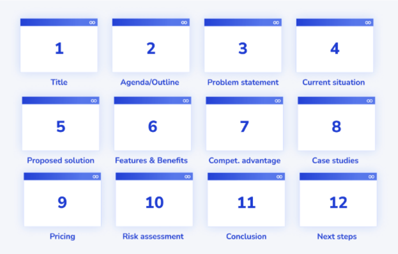
8 Rules of Tailoring Your Presentations

1. Understand what your audience is looking for
2. Focus on your opening
3. Prepare to answer any questions that might arise
4. Prepare to change your topic on the go
5. Make sure your presentation is visual, smart, and appealing
6. Meeting is a two-way interaction; remember to ask questions
7. Use humor, but don't be an idiot
8. Know your brand inside and out and treat it with respect

Example of a Sales Presentation Structure

A general rule of thumb is to keep a sales presentation **between 10 to 20 slides**, but it depends on your subject and how familiar it is to your audience.

Use transitions between sections and slides to improve the flow of your presentation. These can be simple phrases like "Now that we've discussed X, let's move on to Y" or visual cues like arrows and icons.



1 Title
2 Agenda/Outline
3 Problem statement
4 Current situation
5 Proposed solution
6 Features & Benefits
7 Compet. advantage
8 Case studies
9 Pricing
10 Risk assessment
11 Conclusion
12 Next steps

💡 *Note that everything doesn't have to be in one presentation, as it is sometimes more convenient to split the presentation into multiple separate presentations, which makes it easier to adjust and be flexible in different situations.*

Remix & Customize

Customize Content for Buyers Course

7 Key Elements of How to Prepare for a Successful Sale...

Learn 8 Rules of Tailoring Your Presentations

15 Sales Presentation Techniques That Will Help Yo...

The Sales Pitch: 17 Ideas for Creating the Ultimate Sales...

Motus Sales Deck

Motus Sales Deck

Enterprise Account Manager Deck

Enterprise Account Manager Deck

Vehicle Reimbursement Sales Deck

Vehicle Reimbursement Sales Deck

Motus Protect

Market Facing

New Logo 2024 Industry Benchmarketing

EAM/CSM 2024 Industry Benchmarking

Don't Go Rogue!

Research has shown that utilizing a consistent and polished branding deck is KEY to building brand trust. **Which in turn would reflect on YOU**.

Outdated, misused, and outside-brand-standard presentations should NOT be used for external communication. If you see an outdated deck, **say something** and guide them back to [our branding standards]() and the [Motus PowerPoint template]()!

Presentation Basics

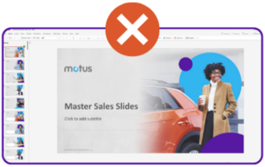
Do's

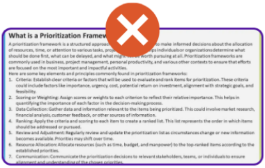
1. DO Presentation Mode
2. DO utilize marketing-approved slide decks
3. DO use logos with transparent backgrounds
4. DO clean up your desktop and bookmarks BEFORE sharing your screen
5. DO demonstrate value with case studies, demos, and slides

Don'ts

1. Do NOT use old/outdated themes or logos
2. Do NOT stretch or warp photos
3. Do NOT use logos with a white background
4. Do NOT overload slides with text or photos
5. Do NOT come to the meeting unprepared

Don't present outside of presentation mode





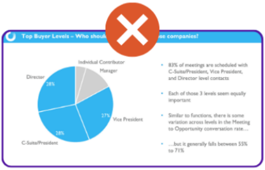
What is a Prioritization Framew [illegible]

A prioritization framework is a structured approac [illegible] to make informed decisions about the allocation of resources, time, or attention to various tasks, proj [illegible] ps individuals or organizations determine what should be done first, what can be delayed, and what might [illegible] worth pursuing at all. Prioritization frameworks are commonly used in business, project management, personal productivity, and various other contexts to ensure that efforts are focused on the most important and impactful activities.

Here are some key elements and principles commonly found in prioritization frameworks:

1. Criteria: Establish clear criteria or factors that will be used to evaluate and rank items for prioritization. These criteria could include factors like importance, urgency, cost, potential return on investment, alignment with strategic goals, and feasibility.
2. Scoring or Weighting: Assign scores or weights to each criterion to reflect their relative importance. This helps in quantifying the importance of each factor in the decision-making process.
3. Data Collection: Gather data and information relevant to the items being prioritized. This could involve market research, financial analysis, customer feedback, or other sources of information.
4. Ranking: Apply the criteria and scoring to each item to create a ranked list. This list represents the order in which items should be addressed or pursued.
5. Review and Adjustment: Regularly review and update the prioritization list as circumstances change or new information becomes available. Priorities may shift over time.
6. Resource Allocation: Allocate resources (such as time, budget, and manpower) to the top-ranked items according to the established priorities.
7. Communication: Communicate the prioritization decisions to relevant stakeholders, teams, or individuals to ensure alignment and understanding of the chosen priorities.

Don't overload the slide with words

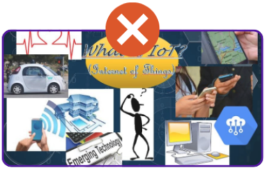


Top Buyer Levels – Who shoul [illegible] **se companies?**

- 83% of meetings are scheduled with C-Suite/President, Vice President, and Director level contacts
- Each of those 3 levels seem equally important
- Similar to functions, there is some variation across levels in the Meeting to Opportunity conversation rate…
- …but it generally falls between 55% to 71%

Don't present old/outdated deck themes

Don't overload with photos or use logos with white background



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WHAT TO
DO
PRESENTATION SALES PLAY

Let's put together what you've learned so far with video call etiquette and follow up!

Get Your Tech Ready

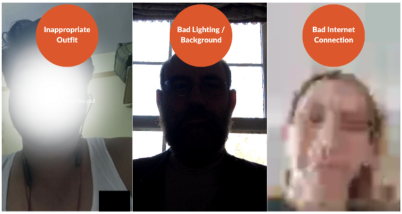
Since all our meetings are done remotely with technology, understand the etiquette!

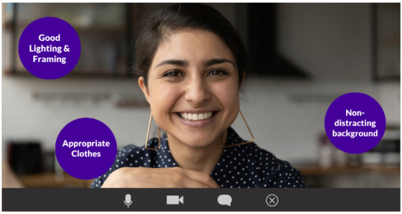
1. Test your camera & microphone ahead of time
2. Check your internet connection *(switch to ethernet as needed)*
3. Mute yourself or minimize your background noise
4. Don't multitask in the background *(including slacking others)*
5. Turn off notifications/silence your phones during the call
6. Utilize lighting and background options in Teams
7. Invest in a decent microphone and/or camera

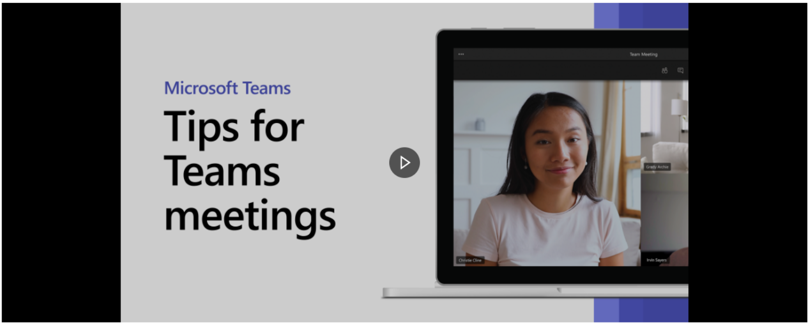
Get Yourself Ready

Do you want to come across as professional and trustworthy? Show it!

1. Dress appropriately *(from the waist up, at least)*
2. Warn others around you that you're going to be on a call
3. Be on time
4. Keep body language in mind *(including your eyes)*
5. Give space for others to talk - don't interrupt
6. Choose an appropriate location with good lighting
7. Don't eat on the call







Call to Action

At the end of a sales presentation, you want to ensure a clear call to action. *What are you looking for from your prospects? Ask very direct questions to move the deal forward. Is there anything we need from them?*

1. Schedule a Follow-Up Meeting

"Based on our conversation today, we provide a solution that meets your needs. Would you be available for a follow-up meeting next week to discuss the details further?"

2. Confirm Decision-Making Process [DECISION CRITERIA AND PAPER PROCESS]

"Before we wrap up, could you please clarify the next steps in your decision-making process? Understanding your timeline and any internal procedures will help us move forward efficiently."

3. Close the Sale

"Based on our discussion today, it seems like our solution aligns well with your needs. Are you ready to move forward with a purchase today, or would you like to explore any additional options?"

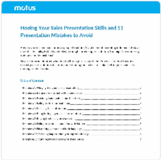
4. Follow-Up Action Items

"To ensure we're both on the same page, I'll send a summary of our conversation along with the action items we discussed. Please review it, and let's schedule a follow-up call to discuss the next steps."

5. Set Expectations for Next Communication

"I'll send you an email with more information about our pricing options and a proposed timeline for implementation. When can we reconnect to discuss your feedback and finalize the details?"

Check out the below one-pager to learn more about honing your sales presentation skills!



Honing Your Sales Presentation Skills and 11 Presentation Mistakes to Avoid

Honing your sales presentation skills and 11 presentation mistakes to avoid

Word | Created 14 minutes ago | 7 pages

Internal

This content highlights common mistakes made during sales presentations, including winging it and being overly informative. It suggests taking time to prepare and focusing on compelling arguments. Other mistakes include inadequate support material, failing to close for next steps, misusing time, being boring, relying too heavily on visual aids, and failing to connect with listeners. The summary emphasizes the importance of being authentic, listening to the audience, and preparing for potential issues, including dressing appropriately and having a backup plan for technology failures.

Ask for Help

For further questions or concerns, talk to your manager or reach out to the following individuals.

KW

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