

Impact Sales Message Tip Card Sheet

IMPACT SALES MESSAGE

Here are three steps to a great sales presentation

1. Know Audience and Opportunity
 - a) What are your prospects interests?
 - b) What are your prospects challenges?
 - c) What is the problem/need?
 - d) Who is the competition?
 - e) How are you different or unique?
 - f) What benefits/advantages do you offer?
2. Outline Using Impact Structure

Set Stage

Position

Proposal

Close

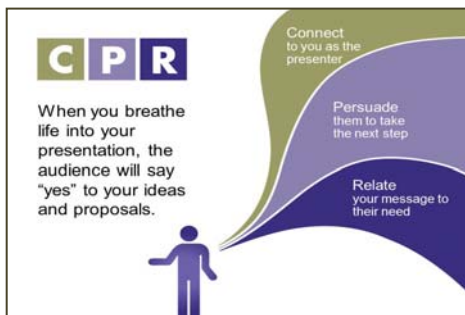
Set Stage– Grab attention, Provide background and show understanding of problem/need

Position – Communicate unique key message and share your expertise

Proposal – Explain your solution, its benefits and provide proof that it is the ideal choice

Close – Tell a story or use visuals that lead to a positive future and ask for business

3. Apply CPR to your content



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CPR

CONNECT

- Create a trusting relationship
- Use conversational style
- Ask questions and create dialogue
- Use light humor
- Share personal stories/experiences
- With prospects, build rapport with:
 - Weather Philosophy
 - Geography Experiences
 - Jobs Customs
 - Interests Culture
 - People Schools

PERSUADE

Make a compelling case. Add proof that your proposal is worth accepting. Speak to the:

Head

Research
Facts
Case Studies
Demo
Testimonials
Advantages
Comparison
Benefits

Heart

Stories
Tours
Visualize Future
Benefits

Don't forget to:

- Speak to their interests
- Teach them something new
- Show a path to a solution
- Answer their major objections

RELATE

Customize your message to show how your proposal can meet their needs/interests.

- Share relevant case studies
- Share relevant examples
- Share relevant stories

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