



Guide to Sales Presentations

How to use sales presentations to improve your bottom line

By [Michele Brannon-Hamilton](#)

Sales presentations help create business for your company by motivating people to buy your product. Sales presentations keep current customers interested in your products and services, and can attract new customers to your business. Demonstrate what your company offers and what products you sell. Show instead of tell by creating compelling sales presentations which motivate customers to buy your product. Design sales presentations that reel in customers and increase the bottom line.

Follow these 3 steps to create winning sales presentations:

1. Learn what makes a great sales presentation.
2. Use winning sales presentation techniques.
3. Create your own sales presentations.

Action Steps

The best contacts and resources to help you get it done

Get sales presentation training

Sales presentation training helps you learn to present properly. Learn from the experts how to deliver captivating sales presentations that make customers want to buy. Learn how to captivate an audience, keep them interested and motivate them to buy your product or service.

I recommend: Use [Soft Skills Courseware](#) to learn from a sales presentation trainer. [OneWay Advertising and Design](#) shows keys to a good presentation. [Business Know-How](#) shows how to create audience-focused presentations instead of company- focused demonstrations and shows what your company offers instead of just telling them.

View sample sales presentations

Look at sample sales presentations to learn how to set up your own. Find out what software programs presenters use and look at sample slides before creating your own.

I recommend: View sales presentation examples created using PowerPoint on [SalesVantage](#) to see what works for other successful companies. [NeatClub.com](#) shows presentations slide by slide to help you design each slide effectively. See how the format, the photos and the text create a successful presentation.

✔ Learn sales presentation techniques

Learn corporate sales presentation techniques involving planning, set up and delivery. Plan the presentation from beginning to end so your demonstration will run smoothly.

I recommend: Use sales presentation tools like slides and [PresentationLoad](#), a site that will give you PowerPoint templates for business presentations. [NFIB.com](#) describes the four stages of a sales presentation techniques that ensure success.

✔ Use sales presentations to improve your sales

Sales presentations show you what words can't say. Target your audience and use business sales presentations to deliver your message. Present your product or service in a winning way so your audience will buy.

I recommend: [Small Business B2B Marketing](#) helps you use your business presentation as a direct marketing tool. Don't forget to focus on marketing techniques involving delivery of your presentation. [SmartDraw.com](#) shows you how to present to your audience, keep your presentation short, engage your audience and motivate them to buy.

Tips & Tactics

Helpful advice for making the most of this Guide

- Demonstrate your sales presentation to a small group before you try it with a large audience. Use this trial run to get timing right and work out problems.

The official source of Sales Presentations is the [Sales Presentations](#) page at Business.com