



How to Create a Sales Presentation That Closes Deals



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The key ingredients for a master sales pitch

Today's sales landscape is more competitive than ever. Your prospects are inundated with more information and content than ever before—how can you cut through the noise? Your competitors are using new tools to reach your potential customers—how can you hold their attention?

If sales teams want to succeed in this new world of selling, they need to talk to the right people at the right time. New processes and technologies are helping to solve these challenges—digital content, social selling, and inbound marketing make sure that your leads are qualified before they land in your lap.

It doesn't stop there; once you have these qualified leads, it's time to captivate them. This is where your

sales presentation comes in. Your dry, jargon-filled deck isn't going to cut it anymore. If you want to stand out from the crowd—and get your prospects to look up from their smartphones—you need to deliver your message in a way that is memorable and engaging, not to mention persuasive.

**“Don't be afraid to say,
'Can I proceed?' or
'Is the budget approved?'”**

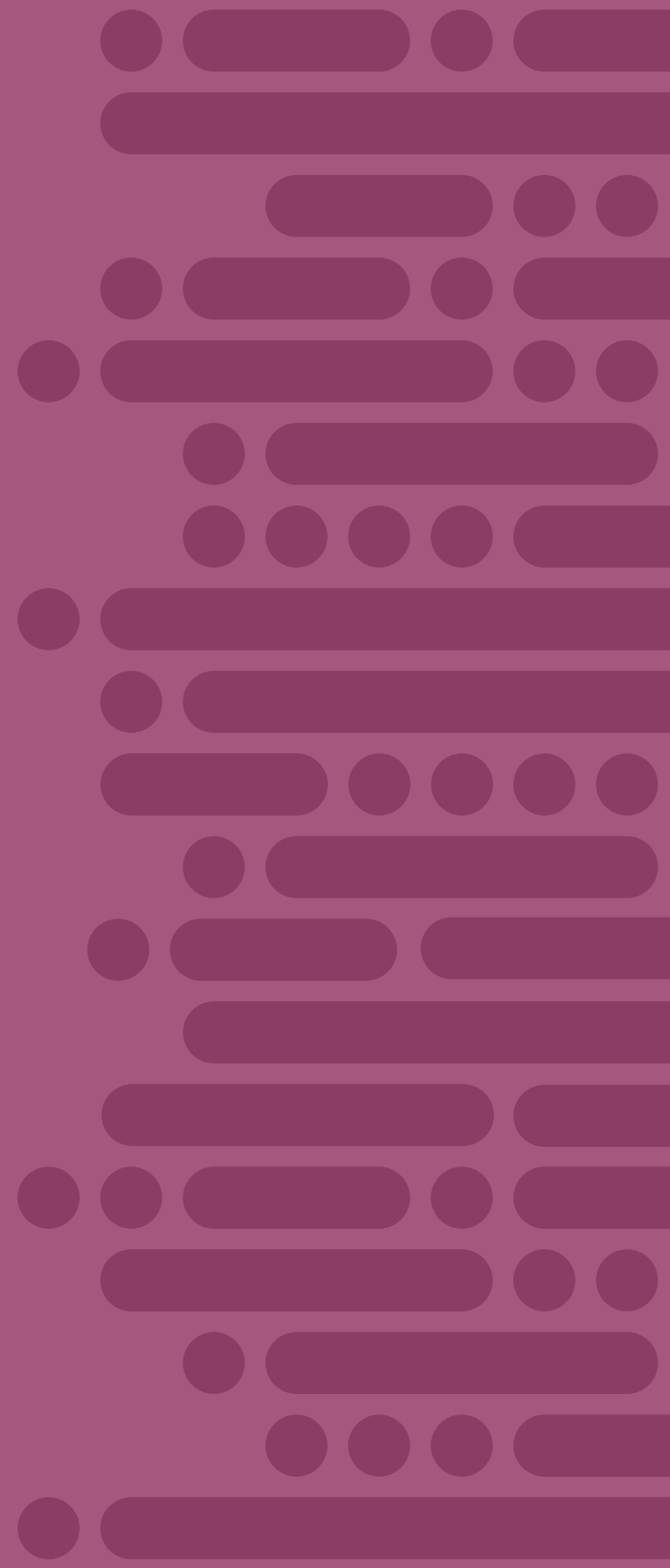
Whether your team is made up of five, 500, or 5,000 salespeople, arming them with the right content to close the deal is what supporting sales teams is all about. Here is the recipe for a compelling presentation that your sales team can use to get your message across to prospective customers:

- 1. Describe your offering.**
- 2. Explain how you outperform the competitors.**
- 3. Show social proof through customer testimonials.**
- 4. Visualize your pricing structures.**
- 5. Dig into the data.**
- 6. Include a Call-to-Action.**
- 7. Personalize the look and feel to fit your customer.**

In this ebook, we'll go over each of these key ingredients and how to pull them all together, so you can build a dynamic sales pitch that will help your team close more deals. Continue reading to learn more about how to develop and structure your sales presentations.

CHAPTER ONE

Describe your offering



What exactly are you selling, and why should I buy it? This is the primary question in your prospects' minds when you get them on the phone or in a meeting room to give your pitch. Your entire pitch should be structured around explaining the product or service that your company is selling in terms that not only resonate with but also persuade your potential customer.

Here are some things to keep in mind when developing your offer for a sales presentation:

Tell a story

Stories are one of the first ways that we interact with the world. Our parents and teachers tell us fairytales and myths as a way to teach us the most basic lessons. Stories bring complex ideas to life, increase our empathy, and help us understand the perspective of the storyteller more clearly. In other words, they're perfect for convincing an audience to take action. If you want to create a compelling sales pitch, don't lead with the data or the product specs; instead, focus on telling stories that bring to life the ways that your product solves real pain points for your customers.

"Images, videos, and other visual media help to simplify complex ideas."

Put your customer at the center

Once you have a compelling story about your offer, make your prospective customer the hero. Doing this can be as simple as using "you" instead of "they"—for example, "You probably struggle with document management," instead of, "Many of our customers once struggled with document management." Or you can take this personalization a step further by pulling real examples from your prospects' websites, social media accounts, blogs, etc. The more personal you make your pitch, the more likely your audience is to pay attention to what you have to say.

Design for conversation

Content that can be adapted based on audience cues is more likely to lead to a relevant presentation than the traditional linear delivery. Prezi calls this approach conversational presenting. Imagine how you consume information when you visit a website. Chances are you don't read every bit of copy on every single page and subpage before you're satisfied. Instead, you pick and choose the different bits you need to make a decision, and then you leave. This is exactly how conversational presenting works, and for sales and marketing professionals, it can make all the difference. Learn more about how to rework your content to fit this new method [here](#).

Throughout the entire process of describing your offer, employ visuals wherever possible. Images, videos, and other visual media help to simplify complex ideas, and they are much more memorable than simple bullet-pointed text. Provide your prospects with a visual understanding of both the problem that they're facing and your solution, and you're far more likely to increase your chances of their actually remembering what you had to say, so they can act on it after the fact.



CHAPTER TWO

Explain how you outperform the competitors



Most buyers want to know all of their options before making a final decision. Don't ignore your competitors—instead, make them a part of your pitch. Competitive analysis is key for convincing your prospect that your solution is the best for their needs.

Compelling competitive analysis is much more than a list of features or a pricing comparison. If you want to give your prospect real insight into why your offer is better than that of your competitors, you need to show them specific details in the proper context. Do some research to find out what the biggest pain points of different types of customers are—not everyone is going to have the same priorities—and make sure that you can explain how you beat out your competitors for each of these different buyer types.

Here's how to build out effective competitive analysis:

Customize your messaging

Find out what each prospect cares about most when it comes to solving the problem at hand, and zero in on that aspect of your larger competitive analysis. Focusing on the right things not only drives your sales conversation forward more efficiently but also makes your audience feel like you are truly paying attention to their needs, building trust that is key to closing the deal. If you've done the pre-work of setting up different competitive analysis models for different types of customers, it should be easy for you to drop in one of your pre-made charts or tables to match the prospect at hand.

"Find out what each prospect cares about most ... and zero in on that aspect."

Speaking of charts and tables, visualize the analysis

Seeing is believing. When it comes to communicating how you stack up, the more visual you can make the comparison, the more effective it will be in getting your message across. [Studies have shown](#) the human brain processes visual content faster than text or blocks of text. Use a tool like [Infogram](#) to build a competitive analysis chart that plots out your offer against your competitors on two different axes (for example, "Ease of Implementation" and "Long-Term Effectiveness," or "Price Point" and "Customer Satisfaction"). Another tool for visualizing competitive analysis is the image-rich visual table that uses symbols and colors to highlight different features across your and your competitors' offers.

**VISUALS MAKE
PRESENTATIONS**

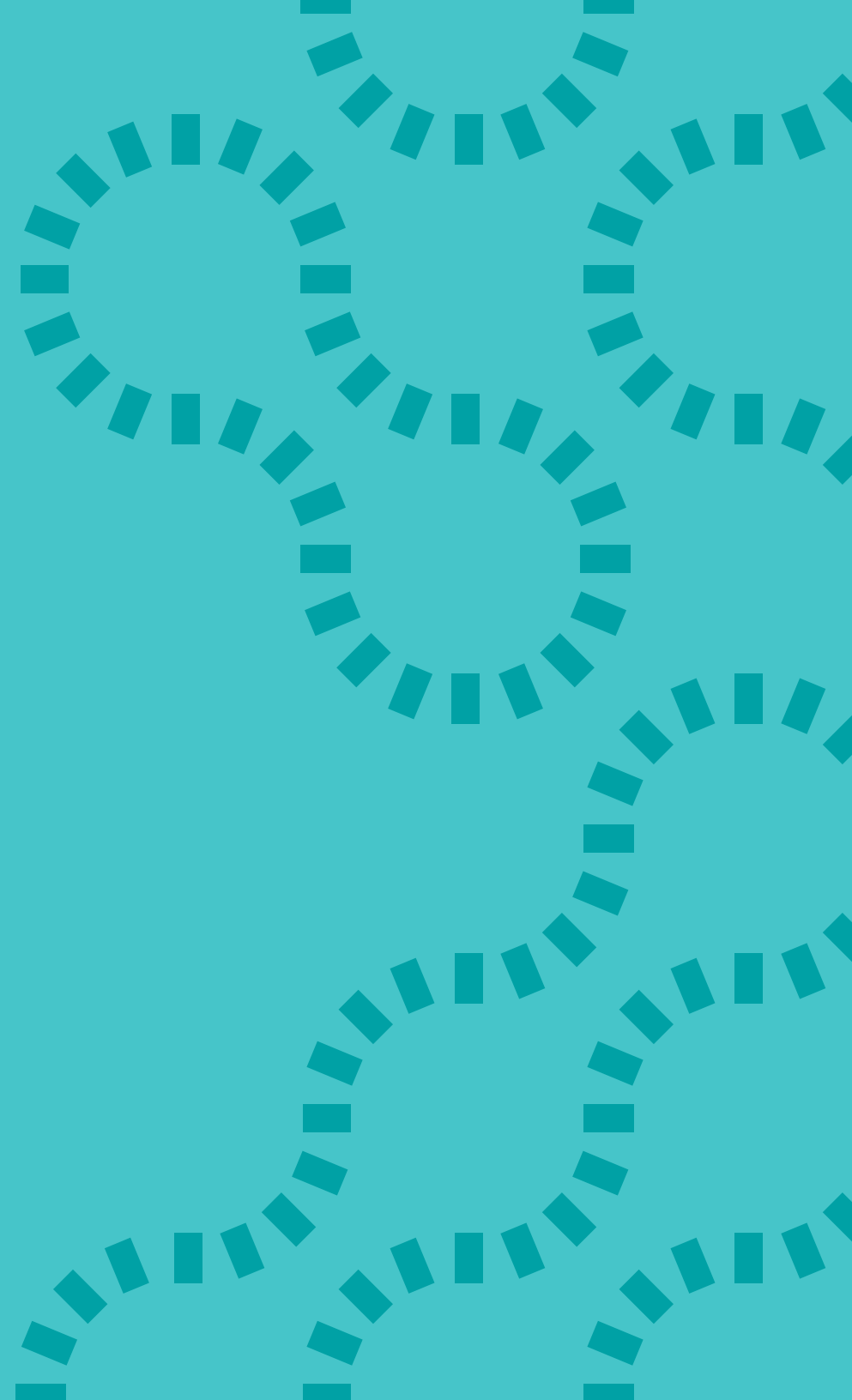
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**MORE
PERSUASIVE**



CHAPTER THREE

What do current customers say?



When it comes to making a buying decision, many consumers today look for social proof—recommendations from their peers—before signing on the dotted line. Before your prospect takes to Google to see what others have to say about your product or service, give them something to chew on in the form of customer testimonials. Showcasing what some of your top customers have to say is a great way to build trust and credibility with your audience, particularly if you can tailor those testimonials to the specific questions or concerns of each prospect.

Bring testimonials to life with customer photos.



When crafting the perfect testimonials to include in your pitch, keep these points in mind:

Images speak louder than words

More specifically, logos speak louder than words—simply displaying the logos of your most well-known clients in one place is a quick and easy way to signify that your company is credible. Pairing quotes with photos of the customer is also a great tactic for bringing your testimonials to life; the more that your audience can relate to the people providing the testimonials, the more likely their messages will resonate with your prospects.

Bigger isn't always better

You may be tempted to reference only your most well-known customers in the testimonial section of your sales presentation, but don't overlook the power of your smaller clients. Having a handful of recognizable names and logos is great, but if you have an amazing customer who lives and breathes your product, don't leave them out just because nobody has ever heard of "Bob's Creative Agency." Instead, look for the customers who are the most passionate about your solution and who have the most compelling story of how your product or service has helped them.

Customize the messages

Make sure that your company has a wide variety of testimonials from which you can draw, depending on who your audience is. Showcasing customers in the same vertical as your prospect is much more likely to convince them of the value of your offer. If you're talking to a medium-sized SaaS company, for example, you should find a comparable customer who uses your service; on the other hand, if an enterprise client is on the end of the line, call upon your largest customers for social proof.



TED

“Prezi is helping to reinvent
the art of presentation.”

Chris Anderson, CEO

Another
example of
combining
photos and
testimonials.

CHAPTER FOUR

Show me the money



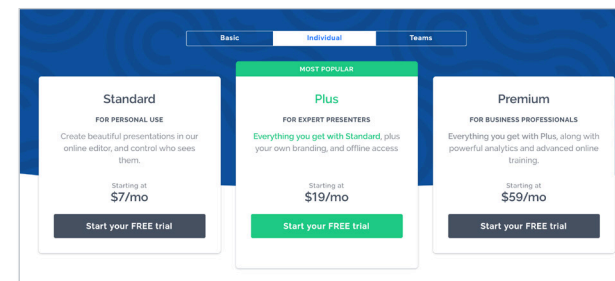
One of the most important aspects of structuring a sales presentation is timing the hard sell, or the moment when your sales rep gets down to business and asks the prospect to pay for your product or service. It is essential that this moment does not come too early in the presentation, before the value of the offer has been established. Do not ever give prices to new prospects without establishing value first.

Why? Your presentation, up until this point, has been focused on showing your prospect the value of your product in terms that are easily digestible, highly informative, and customized to the individual prospect's precise needs. If you use all of these elements, by the time you get to this point in your presentation, your prospect will be ready to hear the price. However, if you haven't done an effective job in articulating the value of your offer in the right context for the right buyer, there's a high chance that "sticker shock" will set in when you begin to talk about the money.

Luckily, there are a few things you can do when visualizing your pricing structure to help avoid that moment and guide prospects towards the price you're aiming to sell at. All of these tricks are based on simple psychology—take a look:

Give your audience three options

Goldilocks was onto something when she discovered that two extreme options make the middle ground look all the more attractive. The technique of placing premium—more expensive—offers next to standard ones is known as "price anchoring," and it is a powerful technique for helping to drive home the value of your offer. In comparison with the more expensive option, your standard offer will seem like a bargain, especially after you've established all of that value up front. Similarly, if you offer a cheaper version of your product with



Example of offering three pricing options.

reduced functionality, you will force your prospect to consider what they actually need—and if you've done a good job of setting the stage in the first portion of your presentation, they will be more willing to fork over the extra money for a more complete product.

Bundle items purchased in tandem

The trick of making a sale is to make it as easy as possible for your prospect to sign on the dotted line. When it comes to purchasing multiple products or parts of a larger package, that means only asking them for one dollar amount and only making them sign once. If your offer includes a number of different upgrades or additional features that can be purchased separately, consider creating a package deal that makes it easier for your prospects to get everything they need with just one payment—and one signature.



“Make it as easy as possible for your prospect to sign on the dotted line.”

CHAPTER FIVE

No presentation is complete without a Call-to-Action (CTA)

In the past, sales pitches started and ended with a product. There might be a slight reference to the prospect’s problem in the middle, but the product was front and center. Salespeople hoped buyers would be so dazzled by snazzy features that they’d whip out their checkbooks before the meeting was over—and sometimes, they did.

But today, this playbook doesn’t work. Prospects are inundated with product-focused pitches when what they really care about is their businesses. So instead of being more aggressive with messaging, old presentations are scrapped in favor of an entirely new approach. Hook, line, and CTA.

It doesn’t matter how well the presentation goes if you don’t agree on next steps before parting ways. Should the prospect tell you if they’re interested in moving forward? Are you going to reach out with more information? Don’t let the deal die due to confusion. Whether it be another demo, a free trial, or a second phone call, make sure your call to action is crystal clear.

“Learn more with this customer case study/testimonial.”

What better way to end a presentation than with a customer’s positive opinion on how your product works? Offer video testimonials, case studies, and statistics on how current customers see success. Even better, try to create or find case studies of customers in the same industry as your prospect so they can see how much of a positive impact your product has had on somebody like them.

“Read this industry report to learn more.”

Offer resources and assets to help prospects understand the need for them to adopt your product or way of thinking. HubSpot uses the [State of Inbound](#) to help educate prospects on the importance of inbound marketing; assets that further educate potential customers will help them understand the need for your product or service.

“Give us a try with a free trial.”

Give prospects a free trial after your presentation so the minute the meeting is over, they can start using your product and immediately feel your product filling their needs based on the storytelling magic you set up in the beginning of the presentation.

“Have any questions?”

Many sales people assume the prospect needs to be “sold” to close the deal; in many cases, yes. However, in some instances, it’s their management or executive team that signs the dotted line. Asking the prospect what objections they see coming from the decision maker leaves no question unanswered. Uncover if there are budget constraints, timing issues, strategy conflicts, or other objections to closing the deal. By simply asking “What is stopping you from moving forward?”, you’ll collect all the information you need to follow up with resources to aid the prospect in convincing the decision maker.



CHAPTER SIX

Tie it all in a bow with your branding



It goes without saying that having your brand design guidelines in place is crucial. Once you have all of the content in place, make sure that somebody from your design team sets all of the fonts and colors properly, so that your sales presentation feels like a cohesive part of your brand experience. If you don't have a design team, you can use one of [these templates](#) to build your presentation.

When it comes to building a relationship with your prospect, however, customization is the name of the game. We've seen this throughout all of the various aspects of your sales presentation, and the branding and design is no different. One way to make your presentation even more meaningful to the prospect is to include elements of their company's colors and fonts as well.

Use the prospect's assets to customize the pitch

Consider adding their logo to your layout, or even pulling images from their website or online assets to make the presentation feel hand-tailored to their needs. Use their brand colors to highlight certain pieces of your presentation, whether that's the special pricing you are offering them as a

first-time customer or the specific concerns that they mentioned in a previous discovery call that your service can solve.

Templatize the personalization

Little changes like the ones described above can easily be templated so that your sales reps only have to drag and drop logos or color swatches into your overall presentation template. Build spaces into your master copy for sales reps to insert customized images so that they don't need to engage your design team every time they're giving a new pitch to a prospect. Make sure you provide the sales team with some training on how to customize their presentations, so they feel confident in making changes on their own.



Conclusion

There you have it! All of the ingredients to create a dynamic sales presentation that can be customized to meet your prospects' needs.

Of course, creating the presentation is just the beginning. You'll need to train your sales team to deliver this content in a way that is both engaging and memorable, and you should also set up a strategy for distributing all of the rich sales content that you have just developed in takeaways that your prospects can review after the presentation has ended.

If you want to learn more about creating and delivering dynamic sales presentations that close more deals, consider taking a look at these additional resources from Prezi:

[5 Examples of Prezi Business Sales Presentations](#)

[How to Bring A Data-Driven Approach to Your Sales Presentations](#)

[Sales Management Advice: 3 Tips for Turning Your B Players into A Players](#)

[Presentation Design 101 for Sales and Marketing](#)

To learn more about optimizing more than your sales presentations and generating more leads for your sales team, check out HubSpot's free [Inbound Marketing Assessment](#).