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Create a Presentation Sales Will Remember

by Alison Chandless & Mike Gospe

You are a presenter at this year's Sales Kickoff meeting: a 3-day event packed with information. How do you stand out and get sales to understand and embrace your message? Here are some tips to help you successfully connect with your sales team:

Leave the Podium.

Avoid becoming a "talking head" by moving around and using dramatic gestures. Channel your nervous energy to communicate passion and enthusiasm.

Tell a customer story.

Nothing builds interest faster than describing a "day in the life" of a customer, contrasting their pain prior to the deployment of your solution to the improved performance afterwards. Highlight specifics, including business and personal benefits your customer experienced.

Role-play.

Rather than talk through a dozen slides highlighting product features and benefits, illustrate your customer's needs and use of your solution. Use mini-dramas, interactive "demos", and role-play to make it fun—enlist the audience to participate.

Be Dramatic.

Use a prop when you really want your audience to remember a specific point about your presentation; at the end of the day it might be the only thing they remember. Rehearse. Nothing makes you look more foolish than if your prop fails to illustrate your point.

Get Sales to Compete.

Set up competitive situations where blended teams (such as inside and outside sales, sales engineers, support reps, etc.) demonstrate their success in applying the content presented at your Kickoff. Award the winning team the opportunity to share their results and bask in the glory of their success.

About the Authors:

Alison Chandless is principal of KickStart Alliance. She can be reached at alisonc@kickstartall.com or 650.34.6164. Mike Gospe is principal and co-founder of KickStart Alliance. Mike can be reached at mikeg@kickstartall.com or 650.464.7662.