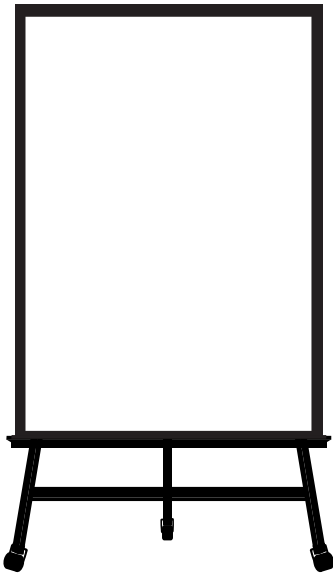


# The Sales Presentation **CHECKLIST**



**presentation**  
*`prez-uhn-tey-shuhn*

1 : something set forth for the attention of the mind, a descriptive or persuasive account (as by a salesman of a product)

2 : a manner or style of speaking, instructing, or putting oneself forward

It's showtime and it's  
about one thing –  
communicating the  
benefits of your product  
or service in such a way  
that prospects or  
customers want your  
solution to their problem  
now. Professionals are  
prepared. Period.

# THE SALES PRESENTATION CHECKLIST

## What you can do...

Please enjoy downloading, printing, and reading this material. You can also forward it by email to colleagues, customers, or friends (even mail them a copy if you need to slow things down a bit).

## What you can't do...

Please don't let this material go to waste. Get out of the box (your office, your computer) and make an impact as a leader. Also, please don't sell this material or use it as a foundation for a speaking or training engagement outside of your own company. This material was created for internal use (internal to you and your company).

If you'd like to promote The Sales Presentation Checklist to others, we'll love you for it. Just send them to [www.JustSell.com/Tools](http://www.JustSell.com/Tools).

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It's showtime and it's about one thing – communicating the benefits of your product or service in such a way that prospects or customers **want your solution** to their problem **now**.

For the formal presentation opportunity, you've likely worked through a tremendous amount of grunt work, front-end discussions, needs analysis, and internal buying processes to get to the presentation stage with a prospect or customer. Even for the informal presentation, the front-end work invested by a salesperson can be enormous. And in some cases you may not know which you'll have the opportunity to deliver until the last moment. Fortunately, the **professional** is prepared for either.

This is your checklist to effective presentations. It's based on the fundamentals. As you create your standard

presentations in written form (any other form is not preparation), keep the checklist handy. When you're done, evaluate your work by checking yourself against it. You should be prepared for **both** formal and informal presentations for each prospect type you have in your sales world. With the standards built and practiced, customizing for personalities and specific scenarios is a quick task. Remember... Do not wing a presentation because of laziness or a rationalized concern that your message will sound canned – a professional prepares, period. (That's an added period for emphasis.)

## A PROFESSIONAL'S PRESENTATION

### I have...

- Scripted (in writing) my standard presentation(s)
- Outlined my scripted presentation as a guide for the actual presentation
- Scripted (in writing) responses to any probable questions or objections that may come up
- Delivered my standard presentation(s) to at least two different people who have offered me feedback
- Prepared appropriate standard presentation material for my expected audiences and forums (e.g., auditorium, small round table, conference room, hallway, etc.)

## A PROFESSIONAL'S PRESENTATION, continued

### My presentation...

- Focuses on the benefits of my offering as they relate to solving the specific problems of the prospect
- Begins with the most important benefits and continues in descending order of importance (including only pertinent benefits)
- Has no unneeded statements (zero fluff – ask, “does it really matter?”)
- Includes a very brief company background discussion only if it adds credibility to the product or service or if it's anticipated that the audience would like it addressed (no one needs to know when Apple, Microsoft, or IBM were founded)
- Includes appropriate, customized, and easy to understand illustrations where applicable
- Includes opportunities for **prospects to engage**
- Includes a powerful conclusion which clearly illustrates the benefits my prospect will receive as a result of buying my solution now
- Is 10% shorter in terms of time than would be expected for a presentation which discusses a solution of its relative complexity (and then is clipped another 10%)

Join the thousands of **Smovers**\* who've learned the simple (and fun) way to achieve **better work, better relationships, and better results** with the 3-minute video at **SmileAndMove.com/Video**



be happy. do something.™

\***smover** ('smoov-er) **noun**: 1. a person who smiles and moves 2. someone who matters to the world, all with a smile

## A PROFESSIONAL'S PRESENTATION, continued

### I will be sure to...

- Minimize the preparation work on the part of the prospect (e.g., acquisition of projectors, flip charts, markers, etc.)
- Confirm all individuals necessary to purchase my solution will be present
- Be enthusiastic and transfer my enthusiasm to the individuals in the room
- Avoid reading directly from any slides
- Avoid reading directly from my scripts and outline
- Avoid using industry jargon unless I'm absolutely sure the attendees will understand it (**absolutely sure**)
- Share my attention with all individuals in the room (not only the primary decision maker)
- Confirm the next action steps with all appropriate parties at the conclusion of the presentation

#### PRESENTATION NOTES & REMINDERS:

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# THE SALES PRESENTATION CHECKLIST



Professionals  
are prepared.  
Period. Little is  
left to chance  
with those at  
the top of the  
sales world.



**SAM PARKER**  
CO-FOUNDER OF JUSTSELL.COM

## I have...

- Scripted (in writing) my standard presentation(s)
- Outlined my scripted presentation as a guide for the actual presentation
- Scripted (in writing) responses to potential questions or objections
- Delivered my standard presentation(s) to others for feedback
- Prepared appropriate standard presentation material for my expected audiences and forums


## My presentation...

- Focuses on the benefits of my offering as they relate to solving the specific problems of the prospect
- Begins with the most pertinent benefits, in descending order of importance
- Has no unneeded statements
- Includes a very brief company background discussion, if it adds credibility
- Includes appropriate illustrations where applicable
- Includes opportunities for prospects to engage
- Includes a powerful conclusion which reiterates the benefits my prospect will receive as a result of buying my solution now
- Is 10% shorter than the time allotted

## I will be sure to...

- Minimize the preparation work on the part of the prospect
- Confirm all individuals necessary to purchase my solution will be present
- Be enthusiastic and transfer my enthusiasm to the individuals in the room
- Avoid reading directly from any slides
- Avoid reading directly from my scripts and outline
- Avoid using industry jargon
- Share my attention with all individuals in the room
- Confirm the next action steps with all appropriate parties at the conclusion of the presentation

If you **STAY READY,**  
you ain't gotta get ready.



WILL SMITH (1968 - )  
American producer, actor, music artist