

High Impact Sales Presentations

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"Inspiring Dreams, Realizing Potential"



High Impact Sales Presentations

What is a “High Impact” sales presentation?

The dictionary defines “*impact*” as:

- 1) *Come into forcible contact with another object*
- 2) *Have a strong effect on someone or something*

A high impact sales presentation has a *strong effect* on the prospect.

Hit them right
between the
ears!



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**Sales people are professional communicators.
Our job is to help customers see the value of our
products.**

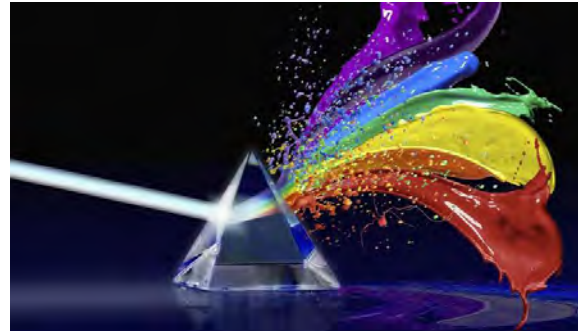


“The ABCs are
attitude,
behavior &
communication”

G Chertavian



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“You can have the best message in the world but the person on the receiving end will always understand it through the prism of his or her own emotions, preconceptions, prejudices and preexisting beliefs...the key to successful communications is to take the imaginative leap of stuffing yourself right into your listener’s shoes to know what they are thinking and feeling in the deepest recesses of their heart and mind.”

“The things that make me different, are the things that make me.”

A. A. Milne



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“It’s not what you say, it’s what people hear!”

Frank Luntz’s Ten Rules for Communicators *Dr. Frank Luntz*
Rule # 1—Simplicity

Use small words. Research has found that using a long word when a short one will do makes the listener suspicious.

The easier a message is to understand the more credible it will be. Speak to express not to impress.

“Short words are the best and the old words, best of all.”

W. Churchill



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Frank Luntz's Ten Rules for Communicators

Rule # 2—Brevity

Use short simple sentences that are easy to follow. Express one idea at a time.

The most memorable phrases are short and to the point:

- **“Just do it”**
- **“Got Milk?”**
- **“They’ re Greeeattt!”**

“The ability to simplify means to eliminate the unnecessary so that the necessary may speak.”

Hans Hofmann



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Frank Luntz's Ten Rules for Communicators

Rule # 3—Credibility

Salespeople's credibility is always doubted.

**Put your words in other people's mouths,
"Many of my customers tell me..."**

Make use of formal and informal testimonials.

Testimonials are more powerful than facts.

**Most people do not understand numerical data.
Cold facts need to be supported with stories.**

Nine out of 10
doctors agree!



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Frank Luntz's Ten Rules for Communicators

Rule # 4—Consistency Matters

Repetition—repetition—repetition!

Find different ways to make the same point over and over.

Repetition makes your message more memorable and more credible.

It is better to have the prospect get a thorough understanding of 1 key point than to confuse them with multiple concepts.

“It’s the economy stupid!”

J. Carville



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Rule # 5—Offer Novelty

People like to “be in the loop.”

They are intrigued by new ideas.

Information has value. Use it to “purchase” the customer’s attention and engagement.

Your goal is to provoke an, “I didn’t know that!” response.

People have a love/hate relationship with the “new.”

All New &
Improved!



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A salesperson's biggest challenge!!!!

Overcoming human nature!

People are naturally conservative.

They are reluctant to make changes or take risks.

They base their decisions on what has worked in the past which they know is safe.

Taking a different course of action is unpredictable so it is perceived as "risky."

"Keep it the same!" is their default setting.

"If it ain't
broke...don't fix
it!"



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Overcoming loss aversion:

Loss aversion is a powerful force. Studies show that the pain of loss is roughly double the pleasure of a gain of a similar amount.

The secret to getting a customer to make a change is to minimize the risk and to relate the new course of action to something familiar to the customer.

While people seek novelty, they are reluctant to make large changes.

This is why companies attach familiar brand names to new products.

What have they
got to lose?



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The same thing only different.

Since people are averse to major changes, present your program as an incremental change.

Ray Loewy's M.A.Y.A. principle:

M—Most

A—Advanced

Y—Yet

A--Acceptable

Thinking
“barely” outside
of the box!



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Frank Luntz's Ten Rules for Communicators

Rule # 6—Sound and Rhythm Matter

“A string of words that have the same first letter, the same sound, or the same syllabic cadence is more memorable than a random string of words.”

Frank Luntz

Write out, rehearse and record your sales presentations.

Take the time to polish your words and “sharpen your tools.”

Observe the impact of your words on the prospect.

Experiment with how you say things.

“The mystic
cords of memory
stretching from
every battlefield
and patriot
grave.”

A. Lincoln



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Frank Luntz's Ten Rules for Communicators

Rule # 7—Speak Aspirationally

Link what you are selling to the customer's goals and desires.

Help them imagine how their life will be better if they decide to buy what you're recommending.

“Personalize” your presentation, sell to the person your prospect would like to become.

Talk to the customer about their goals and hopes for the future.

“I have a dream”

M.L. King



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Frank Luntz's Ten Rules for Communicators

Rule # 8—Visualize

Use visuals to support your sales presentation. 65% of people are “visual learners,” people absorb information from visuals 60,000 time faster than they do from text.

Combining visuals with oral presentations increases comprehension, recollection and recall of materials.

Use words that evoke images in the listener's mind such as “imagine,” “picture” etc.

“Metaphors have a way of holding the most truth in the least space.”

O. S. Card



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Frank Luntz's Ten Rules for Communicators

Rule # 9—Ask a question

“A statement when put in the form of a rhetorical question, can have a much greater impact than a plain assertion.” Dr. Frank Luntz

Questions engage the customer and get them to think about what you are saying.

Questions can help prospects visualize a positive outcome. “How would increasing your mid-week traffic with a coupon affect your bottom line?”

“Many of my customer’s have told me that...Is that what you are seeing here?”

“You can tell if a man is clever by his answers. You can tell if a man is wise by his questions.”

N. Mahfouz



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Frank Luntz's Ten Rules for Communicators

Rule # 10—Provide Context & Explain Relevance

Context shows the customer how what you're proposing fits in "the big picture."

Context explains the relevance of what you are offering to their business.

Context tells them why they should care!

Einstein's theory of relativity— $E=MC^2$

Busch's theory of relevancy— $CE=MC^3$

Customer Engagement
= Meaningful Content³



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"We are instinctively blind to that which is not relevant. We are not cameras, we select."

Robert Henri

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We all live in our own private worlds.

We see things through the lens of our personal experiences. (*Our Frame of Reference*)

In order to convince another person to do something, we need to show them how it fits in with their world view.

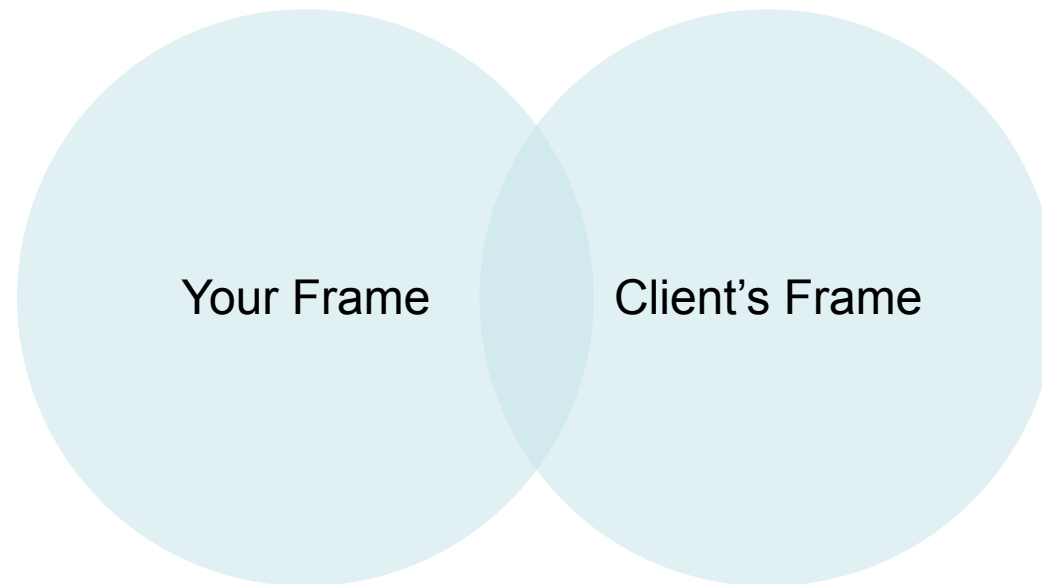
“We do not see the world as it is, we see it as we are.”

I live in my own little world—but that’s Ok, they like me there!



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As a sales person you see the world much differently than your clients.



Howdy stranger!



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If you try to force the clients to see the world from your point of view you will drive them away and force them to defend their position.

Yo
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Fr
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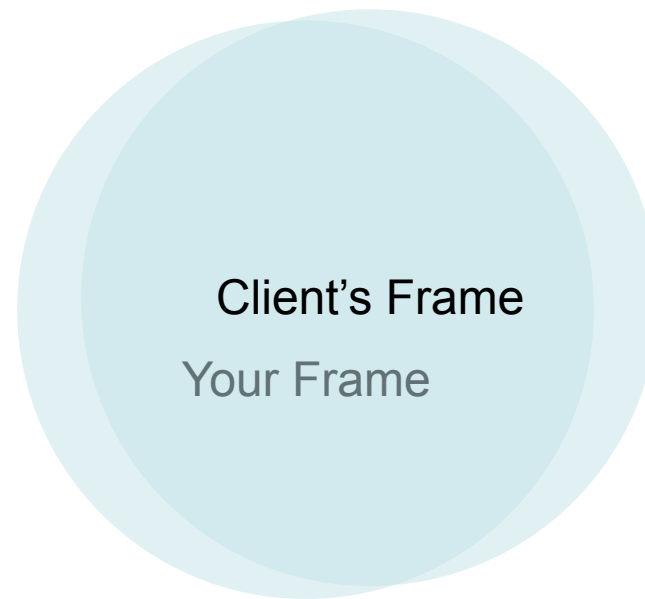
Client's Frame

Ouch!



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By working to understand the customer's viewpoint and seeing things from their viewpoint you begin a partnership with the client.



1 + 1 = A Sale



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“Framing”

A frame is our world view.

We construct our frame as we go through life using our experiences and thoughts as building materials.

Our frame is the story we tell ourselves to make sense of the world.

We have difficulty understanding anything that lies outside our frame of reference.

“I’ve been framed!”



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“Framing”

The downside of having a big complex brain is that it consumes a lot of energy and takes too long to process information.

In a crisis our brains can be overwhelmed by TMI (Too Much Information) and TMT (Too Much Thinking).

“Heuristics” evolved to allow us to make quick decisions so we can react to urgent situations.

Frames are burned into our subconscious minds.

“Complexity creates a maze between you & success, Simplicity ensures a clear line of sight.”

L. J Colan



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Death of the “rational actor.”

For centuries economic theory has been based on the behavior of a “rational actor.”

Rational actors always “act in a prudent and logical manner in alignment with their own highest self-interest.”

Modern science has found that the human decision making process is far more complex and engages not only the rational mind but also the subconscious and the emotions.

People buy based on emotions and justify their purchase with logic.

“Tell me where is fancy bred, in the heart or in the head?”

Shakespeare

(Or Willy Wonka)”



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“Psychological framing defines an idea, issue or reality based upon contexts. The concept of framing disrupts the theory of rational choice.”

“Current research suggests the way a decision is presented has a large impact upon the choices that result.”

Framing can be used to influence prospects to decide to advertise with you.

Effective language won't always win the sale but mastering the art and science of communication will give your ideas a better chance to be heard.

“While human nature largely determines how we hear the notes, nurture determines how we hear the music”.

Jonah Lehrer



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Putting framing to use:

The first step is to clearly understand your own frame.
(Your story)

You should be able to explain the value your products offer simply and succinctly. (Elevator pitch)

Your story should describe how you can help others achieve their goals.

“If you can’t explain it simply, you don’t understand it well enough!”—Albert Einstein

The shortest distance between two people is a story.



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Putting framing to use:

Once you understand your own story, you should try to learn as much about the customer as possible.

Research the customer on the web, read their literature, talk to their employees and customers.

When planning a call, include questions that uncover how the prospect thinks and what is important to him/her.

Learning how the client thinks is far more important than learning what they sell or do.

“First learn the meaning of what you say, then speak!”

Epictetus



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Putting framing to use--Example

In talking to a customer you learn that they went into business because, “They wanted to be their own boss.”

This tells you that they do not like to be told what to do. Pushing them will only harden their resolve to say “No!”

They want to see themselves as “in control.”

If they say, *“I can’t advertise right now, business is too slow.”*

A properly framed response would be, *“You don’t strike me as a person who waits for things to happen! What are you planning to do to turn that situation around?”*

“Eloquence is the painting of one’s thoughts.”

Blaise Pascal



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Putting framing to use:

Frames “manipulate salience.” They help us decide what is important.

It is important to protect ourselves from harm so frames tend to be “paranoid.”

Tversky and Kahneman’s “prospect theory” states, “the prospect of loss has a greater impact than the prospect of a similar gain.”

“Subjective utility” (feelings) outweighs “objective utility” (facts in the human psyche).

People don't think “How will this affect me?” they think, “How will this hurt me?”



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Prospect theory examples:

Far more people are afraid of flying, but give little thought to travelling in a car.

There is a 1 in 11 million chance of being in an airliner crash and 1 in 5,000 chance of being in a car crash.

In business:

The #1 cause of business failures is lack of customers.

Far more business owners fear spending too much money on advertising than fear the lack of not promoting their business.

“You’ d be paranoid too, if everyone was out to get you!”



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Prospect theory examples:

Positioning the risk of not advertising.

“Can you put a figure on the business you are losing when customers are lured away by your competitors’ advertising?”

“That is a courageous decision. Many of my customers are afraid to stay out of the market when Walmart and the other national competitors do so much advertising in this area.”

“What sort of promotions are you going to launch to get the word out about your business and attract new clients?”

What is the
“opportunity
cost” of not
advertising?



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Framing focus:

Issues can be framed to focus on your products strengths.

Move discussion to areas which highlight product strengths.

Do not use the customer's or the competitor's language to discuss the matter at hand.

When the customer is concerned about cost, you should migrate discussion to value.

Keep focus on achieving customer's goals.

“Logic and fact keep interfering with the easy flow of conversation.”

Mason Cooley



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Framing focus—example:

Issues can be framed to focus on your products' strengths.

Web service providers talk about number of screen views.

Change the conversation from “exposure” to “engagement.” People are far more likely to remember and act on a print ad than a web banner.

When confronted with, “Facebook doesn’t cost me a dime” objection, change discussion to driving new clients to their Facebook page.

“I agree Facebook is a powerful tool. What are you doing to build your base of Facebook friends?”

Enough about you...let's talk about me!



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Framing price recommendation:

Value is a matter of contrast and comparison.

People assign a value to something by comparing it to a similar item that they are familiar with.

A low price becomes an “anchor” that they use as a benchmark for pricing.

This is why you need to start with your most expensive option. This makes other offers look more affordable.

When “bundling” a number of products compare bundle price with list price of individual items.

“But wait...
there's more!!!”

Ron Popeil



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Framing price recommendation:

When a customer tells you a competing product is less expensive, ask them, “Why do you think that is?”

This reframes the issue from price to value.

Taps into “you only get what you pay for” frame.

Opens a discussion on why your product is superior to the competitor’s offering.

Forces the prospect to make a comparison of two products using the language you provide them.

“Price is what you pay.

Value is what you get.”

Warren Buffett



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Framing price recommendation:

When making a recommendation make use of the “recency bias.”

"Recency bias" is the phenomenon of a person most easily remembering something that has happened recently, compared to remembering something that may have occurred a while back.

People will remember the last thing you say better than the other things said during the interaction.

Make sure you finish with your best expression of the value offered to the customer.

“Always leave them wanting more!”

P. T. Barnum



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Framing price recommendation—example:

“Mr. Customer, the best way to promote your sale in the Weekly Shopper is a quarter page display ad.

This would reach every home in Southside, Eastside, Northside and Westside—so your ad will be in over 14,000 homes, all within 5 miles of your store!

Your investment for this program would only be \$178, that’s less than 1.3 cents per home. That’s a great deal—don’t you agree?”

This format positions the value of the program and leads the customer to remember, “less than 1.3 cents per home.”

“A thing is worth what it can do for you. Not what you choose to pay for it”.

John Ruskin



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Framing—make your message memorable

To be “available” (easy to recall) you must drive your message home in the first

Tools which enhance availability:

- **Focus—stick to one or two core messages.**
- **Repetition—repeat those messages over and over.**
- **Repetition—Repeat those messages again and again perhaps in a slightly different format.**
- **Clarity—Use strong active verbs. “Remember the Weekly Shopper is the best read publication in the county.”**
- **Recap--Review your message at end of call.**

“Tell’ em what you’ re going to tell them. Tell them. Tell’ em what you told’ em.”

R. Zarilli



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Framing price connotation and denotation:

Your word choices evoke frames in the customer's mind.

Two words may mean the same thing (denotation), but trigger different responses (connotation) from the client.

Pay close attention to your word choice and observe how what you are saying affects the prospect.

Take the time to plan what you are going to say.

- Write out a script of your presentations. This will force you to think about what you are saying.**
- Think about how it will sound to someone who has no knowledge of advertising.**
- Rehearse you presentation until it flows smoothly.**

“It usually takes me 2 or3 days to prepare a good impromptu speech.”

Mark Twain



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Conclusion:

Barriers to communication:

- Lack of interest, indifference and distractions
- Time constraints
- Expectations, prejudices and stereotypes
- Differences in perception and viewpoint

It is the salesperson's responsibility to break through these barriers and make sure that the prospect absorbs and understands the information you are delivering.

“The biggest problem in communication is the illusion that it has taken place.”

G. B. Shaw



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Conclusion:

To win the customer's business it is important to:

- **Get inside the customer's head"**
- **"See things through their eyes**
- **Explain the advantage of advertising with you in a way that meshes with the way they see the world**

Poetry has been described as, "the right words in the right order." This is also a good definition of a high impact sales presentation.

Anyone can be a "sales person," it takes work to become a "sales poet!"

"The difference between the right word and the almost right word is the difference between the lightning and the lightning bug!"

Mark Twain



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“The two words, ‘Information’ and ‘Communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through!”



The Leadership Institute

Lighting the Way

Sydney J.

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THANK YOU!

THANK YOU

Questions & Discussion

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.

