

## E-LESSON #20: Presentations

### MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



How are your people presenting to clients? Have you accompanied each of them on presentation calls? Are you sure that what they are saying to clients and how they are saying it represents the way you would do a presentation?

#### **The purpose of this lesson is fourfold**

- To make certain that your salespeople are doing their homework before they make a presentation to a local direct client.
- To emphasize the importance of always bringing a concise, written proposal to a presentation, instead of trying to “wing it.”
- To provide your salespeople with key information designed to help keep their presentations on track.
- To give you a better idea of whether or not your salespeople are making enough local direct.

#### **How to deliver this lesson**

1. Distribute the General Agenda for E-LESSON #20: **PRESENTATIONS** to your salespeople a day or two before your sales meeting. Ask your salespeople to read the article before the meeting.
2. Download and view the corresponding video with your staff and cover the information in the article. Ask your salespeople to discuss their methods of conducting a good presentation.
3. Distribute the Worksheet for Salespeople for E-LESSON #20: **PRESENTATIONS**.
4. Give the salespeople 10 minutes to fill out the sheet.
5. Collect all worksheets.
6. Examine worksheets. From the answers on the sheets you'll get a better handle on which sellers need to pay more attention to presentation skills. Offer to accompany these sellers when they make client presentation calls.
7. Follow up in the next two weeks and make certain that salespeople are doing what they said they would do in their Salesperson Worksheet **ACTION PLANS**.

8. Spend more time with salespeople who are not doing their fair share of new local direct prospecting. Remember that brand new sellers should be spending seventy percent of their work time prospecting new business. Veteran sellers with big account lists should be spending at least fifteen to twenty percent of their time prospecting.
9. Ask all salespeople to start turning in copies of one-page SOS proposals on a weekly basis. You need to see what's going out.

*Paul Weyland is president of Paul Weyland Training Seminars.  
Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or  
[www.paulweyland.com](http://www.paulweyland.com)*