

ESSENTIAL ELEMENTS

Of A Great Sales Presentation

1 Initial Slide

- a) Good image, appealing colors and consistent branding throughout.
- b) A simple and concise value proposition.
- c) What is your 1-liner that explains what you do?

2 Your Story

- a) Reason why your company came to be.
- b) Make it personal, tell stories about key employees.

3 Establish Credibility / Trust

- a) "20 years in heart of <Insert Your Market>".
- b) "4.8 stars from guests" or "Over 5,000 5 star reviews from guests".
- c) "94% owner retention rate (or whichever stat you choose)".
- d) Use Icons & Logos "VRMA Members" / "Members of <Insert Local Chamber>"

4 Pain Points / Establish There is a Need

5 Solutions

- a) Solve each pain point directly.
- b) Provide examples after each pain point (also provide social proof after each point).

6 Social Proof

- a) Testimonials.
- b) Research Data.
- c) Case Studies.

7 Urgency

- a) Why now?
- b) Not acting now will cost them.

8 Call To Action

- a) Risk Reversals (i.e.: No Start Up Fees, No Long Term Contracts, 100% Guaranteed)

