

# PRESENTATION BUILDING OUR BUYING ENVIRONMENT



# Presentation

The 4 Levels of the Human Mind are Closed, Open, Confident and Belief.

Our presentations are designed to open people's minds and get them to the \_\_\_\_\_ level.

**At the o\_\_\_\_\_ level, people may buy, but at the c\_\_\_\_\_ level, they will buy.**

**Give 3 or more reasons why?**

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**What are some of the systems we can use to rock our conversation?**

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**People buy 2 things; 1: u\_\_\_\_\_ and 2: the p\_\_\_\_\_.**

**What happens if they don't buy both?**

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## 3 Buyer Motivations

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**People buy because it h\_\_\_\_\_, they have a h\_\_\_\_\_ s\_\_\_\_\_, or there a n\_\_\_\_\_.**

**How can you fix the hurt, the pain of not having your products**

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**How can you serve or fill the hot spot with your products**

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**How can you fulfil the need or create a need with your products**

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# Presentation

Listening is the number one skill set that every high-achieving salesperson has in their presentation

If we let people talk, they will tell us what we need to do n\_\_\_\_\_.

## How do we handle the competition question?

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## What are the 3 buyer decisions, and what do they mean?

**1: Y\_\_**  


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**2: N\_\_**  


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**3: M\_\_\_\_\_**  


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Feature-rich presentations are the best. And the best way to give a feature-rich presentation is by speaking about one feature at a time.

It's common for new salespeople to oversell and start talking about ALL the different features without actually FABing the one that a prospect has asked about and the feature they're interested in.

In other words, they complicate things and create questions and obstacles that drive people away from a yes.

So the saying goes, it's o\_\_ f\_\_\_\_\_ at a t\_\_\_\_\_.

Why? \_\_\_\_\_

## Presentation

### *Buyers are Liars*

It's very common for someone be negative, then buy.

**Why do people lie when a buying?**

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**We are constantly being tested. Why do people test us?**

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**Emails are not our presentation, how can we answer them?**

How much is it?

Can you send me your price list?

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# Presentation



Notes 

A large rectangular area with a thick blue border, containing 20 horizontal blue lines for taking notes.