

# Successful IT Sales Presentations



**Many IT solution sales are lost or won during the sales presentation.**

## What you will learn:

- ✓ When to demonstrate
- ✓ Responsibilities in the presentation of the salesperson and the product specialist
- ✓ How to plan and prepare a presentation
- ✓ How to receive the prospect at the presentation
- ✓ What to demonstrate and how
- ✓ Presentation skills: active listening, non-verbal communications, asking questions, handling objections
- ✓ How to follow up
- ✓ How to prepare effective presentation checklists

**... and yet it is amazing how many badly prepared and carelessly executed presentations continue to be delivered to prospective customers.** The importance of planning, coordinating and correctly executing a sales presentation cannot be understated and has never been greater in the highly competitive IT market place.

**You know it is time you brought your teams together to work on preparing successful IT sales presentations.**

## Course Objectives

The aim of this one-day course is to provide the participants with a methodical, time and field-tested way of presenting an IT solution. Even if participants have attended a generic "Presenting with impact" type of course, this course will address specific requirements of a team presentation by sales people and technical experts, of a complex IT solution to an audience made up of business and IT people.

The course will provide you with the necessary techniques to make your next IT sales presentation a resounding success and increase substantially your chances of closing the sale of an IT solution.

### At the end the training course you will be able to

- ▶ Identify the Decision Making Group (DMG) of the buyer and learn how to find out what they need
- ▶ Identify the structure of a sale, the basis of decision (BoD) and the profile of a major sale
- ▶ Deliver effective demonstrations

## Target Audience

- ▶ Sales Managers
- ▶ Salespersons
- ▶ Pre-Sales Consultants
- ▶ Product or Technical Specialists that participate in customer presentations
- ▶ Any other professional who is required to make a sales oriented presentation to a prospective customer

## The instructor

An enthusiastic and versatile presenter, Dinos Konis is a Fulbright scholar with a successful 15-year track record in Consultative Selling of IT solutions in the USA, UK and Cyprus.

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Tel.: +357 22 382989, Fax: +357 22 384994  
[www.ithakiconsulting.com](http://www.ithakiconsulting.com)

## What you get:

1. 8 hr course. The course is normally run as an one-day course but it can be flexibly scheduled to fit your company's requirements.
2. Course presentation handouts.

**This course can be partially funded by the Human Resources Development Authority**

# Detailed course syllabus

The course topics will be illustrated by practical exercises and group workshops, so that participants get a hands-on experience of applying course know-how.

Topics to be covered are:

## The Sales Process

- ▶ Who sells
- ▶ Selling at all customer contact points

## The Decision Making Group

- ▶ Decision makers, recommenders, flag carriers, advisors, users
- ▶ What decision makers are looking for

## Structure of a sale

- ▶ The selling cycle
- ▶ The buying cycle
- ▶ The basis of a decision (BoD)
- ▶ The profile of a major sale

## Preparing for a demonstration

- ▶ When to demonstrate
- ▶ The responsibilities of the salesperson
- ▶ The responsibilities of the product specialist
- ▶ Planning and preparation

## The demonstration

- ▶ Reception
- ▶ Seating arrangements
- ▶ Presentation flow tips

## Important skills for a successful demonstration

- ▶ Reading non-verbal communications
- ▶ Active listening
- ▶ Asking questions
- ▶ Handling objections

## Concluding the demonstration

- ▶ After the presentation
- ▶ Debriefing
- ▶ Follow up letter, email

## Preparing demonstration checklists

- ▶ Before the presentation
- ▶ During the presentation
- ▶ After the presentation