

WINNING SALES PRESENTATIONS

How To Make A Successful Presentation And Close The Deal



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Introduction

In business, nothing is more important than sales. Period. Sure, there are other things that are also important, some vitally so. Ensuring that you are producing the highest quality product possible or delivering an excellent service is important. Making sure that customers are satisfied and happy is critical. Maintaining an engaged and productive staff is essential. However, without sales everything grinds to a halt. Sales are the lifeblood to a business and without them any business will inevitably wither and die.

A salesforce is a business' offensive line. Every day salesmen and saleswomen go out to battle. Their collective goal is to achieve the sales that all businesses require. There is no room for compromise. There is no room for error. No quarter is asked for and none is given. Sales are a zero sum game. It is black and white. There can be only winners and losers. Like any highly competitive endeavour, sales can be exhilarating for those on top of their game and brutal for those who are not. Preparation is a key element for any successful sales call and the close often goes to the salesperson that arrived at the table fully prepared for each and every eventuality.

One of the most critical elements in any salesperson's arsenal is the sales presentation. The sales presentation is where you, the salesman or saleswoman, gets to show your chops. You have the opportunity to dazzle and enchant the prospect. You have the opportunity to win over hearts and minds. You have the opportunity to create a little magic and use that magic to secure some cold, hard cash. A sales presentation is where any sales virtuoso gets a chance to shine.

This book is about winning sales presentations. In these pages, you will learn the nuts and bolts of a successful presentation. You will begin by taking a look at the process that occurs during a successful sales pitch.

We will break down a high level presentation and look at its constituent parts, so that you can see how a winning presentation should proceed. Next, you'll take a look at some of the best practices for a presentation. We'll look at some general best practices, and then proceed to more specific subjects, such as the best practices for utilizing a slide deck or doing a product demonstration. You then look at the specifics of dealing with customer objections. You'll learn the specific techniques that are used by the pros to deal with objections and turn a no into a yes. Finally, we'll conclude with a list of the top ten sales presentation tips that you can utilize to fine tune your presentation into a closing machine.

A great sales presentation can be a powerful secret weapon that you can use to close sales time and time again. When properly crafted, a winning sales presentation can blow your competition out of the water and have the customer eager ready to say yes before you even finish. Running a convincing and compelling presentation is probably the number one tool in any sales professional's bag of tricks. Isn't time you learned what makes up a winning presentation and started using this knowledge to increase your close rate and beef up your bottom line? Let's get started.

The Process

A winning sales presentation is like a great recipe. Exact ingredients need to come together at specific times in order for a successful result to be achieved. This doesn't mean that achieving a great sales presentation is inordinately difficult or beyond normal reach. Far from it. Putting together a sales presentation that converts is something anyone can do, as long as they keep the recipe in mind.

In this section we're going to take a look at that recipe. We'll break down the exact items and steps that are present in any high level sales presentation. You'll discover why each item is there, as well as the best way to make use of that item. You'll also gain insight into how each step in the process fits together to produce winning results, time and time again.

Before we begin, there's just one caveat - all recipes are simply guidelines or jumping off points. Truly creative chefs take a basic recipe and make it something that is uniquely and immediately identifiable as theirs. They accomplish this by not being afraid of experimenting with the ingredients and the proportions. They add something here and take away something there in order to get a dish that remains true to the original, yet is also completely different.

A great sales person does exactly this with the recipe for a sales presentation. They start with the basic process and add their own special spin into the mix. They keep the script, but edit and ad lib to make it all theirs. They shake up the ingredients and proportion so that it suits their personal circumstances, as well as the differing personalities of their prospects. They do not stick with the process. They build on the process so that it makes sense to them. As we move through this chapter, keep that in mind.

Every Hit Has a Hook

Think about any famous top ten songs. What does every one of them have in common? They have an immediately identifiable and irresistible melody that pulls you into the song and keeps the song in your head after it's finished. The song was a hit because it had a hook that caught listeners ears and kept them listening. Your sales pitch needs a similar hook in order to be successful. You need to lead with something that sets you apart from your competition and that first grabs your client's eyes and then their soul. You want to hit them where they live. You want to get inside their head. You want to be instantly memorable. Your pitch needs to generate only positive emotions. Why? Because positive emotions elicit positive associations and recollections. When you lead with a hook, you raise the chances that your client will view the rest of your presentation with an open mind.

Pinch Them - Hard

What happens when you get pinched? Obviously, it hurts. The harder you get pinched, the more that it hurts. Well, this is precisely what you want to do to your potentials during your sales presentation. You want to pinch them as hard as you can. This isn't a physical pinch, it's an emotional one. However, if you do it in the right way, they'll feel it just as strongly.

You see, every successful sale is about solving a problem. The potential client has a problem. You demonstrate that you can solve that problem and you get the sale. It's that simple. There's only one catch. You've got to remind them of the problem. In fact, you've got to do more than remind them. You've got to show them that the problem is much, much worse than what they've been telling themselves. The realization that they have, perhaps been underestimating the problem, that they may have been lying to themselves, will hurt. Causing that pain is ok, because it will motivate them to take action in order to put the problem to bed once and for all.

Pinch Them Again

Once you've made them aware of the magnitude of the problem that your prospects face, you need to keep their attention focused on it. You see, it

is human nature to sugar coat things just a little. Most individuals are somewhat unwilling to take a cold hard look at the reality of their situation. If things can be made to seem a little better than they really are then no immediate action needs to be taken in order to ameliorate the problem. Your job during your presentation is, essentially, to nip this tendency in the bud. To do this, you need to discuss the negative ramifications of your prospect's problem in all of its gory details. You need to be as graphic as possible. If you can make them metaphorically squirm in their seats a little then you're doing it right. The idea is to set up a two-fold idea in their minds. First, that the problem is much more severe than they have been thinking. Second, you want to establish a sense of urgency that if action isn't taken immediately to solve the problem, the consequences will be dire. There is an element of guilt or blame at work here as well. Although you will do or say nothing overt to refer to either, the prospect will, nonetheless, experience both of these emotions at a subconscious level. The feelings in question are a natural result of realizing that damage has been caused by not taking action sooner. These negative emotions will serve to prompt the prospect to take immediate positive steps to end this situation. In short, they will be much more likely to hire you or to purchase your solution.

Prepare Them for the Pitch

You've hooked them. You've pinched them. You've pinched them again. Why are all these images related to pain? The answer is simple. Every sale revolves around a similar story arc. There is pain. Perhaps, the cause of this pain is more severe than it first appears. Maybe some of this pain is self-inflicted due to a failure to act sooner. Then, there is relief. There is relief at finding a solution. There is relief due to taking positive action. The psychology involved in selling anyone anything is all about lifting them up and over the mental hump that exists between where they currently are and where you want them to be. That's why you have to hook them and pinch them and prod them. You have to make them realize that moving to a new state is much preferable to stasis.

One of the best ways to accomplish this, once they are aware of the magnitude of the problem, is by demonstrating the problems with alternative solutions. When moving to a new state, the tendency is to want to move as little as possible. There is an inclination to minimally disrupt the status quo. In order to battle this tendency, and to get the prospect to move where you want them to go, you need to demonstrate the inadequacy of any other possible rival solutions. When done successfully, this makes alternative solutions appear unviable and, therefore, unattractive. As a result, your solution, when it is unveiled, becomes that much more appealing and desirable.

To The Rescue

This is the point in your sales presentation where you and your product or service takes center stage. You've set up the problem. You've triggered the negative emotions. You've demonstrated the frustrations involved with the available alternative solutions. Now it's time to reveal your unique value proposition or UVP. A UVP is a single message, distinct and persuasive, that shows the prospect why you are different and worthy of purchase. Everything up to this point in your presentation has been a set up for this moment. You have primed your audience to be able to see the worth of your UVP. This is not the time to rush. You want to take your time with the UVP. You want to make your prospect want it. You want to fan the flames of their desire for what you are offering.

That being said, your UVP should be clear, succinct and speak straight to the heart of the problem at hand. Let's look at a few examples. Apple sold iTunes by telling potentials that "You've never been so easily entertained." In one sentence that UVP not only spells out the problem, it also clearly nails the solution. Pinterest entices potentials by explaining that their service offers "A few (million) of your favorite things." Domino's Pizza promised "A fresh, hot pizza delivered to your door in thirty minutes or it's free." In one sentence, you have the solution (a fresh, hot pizza) accomplished in a certain time (thirty minutes) and a proposition that removes objections (or it's free). Tailor your UVP in a

similar manner and you will have your prospects eating out of the palm of your hand.

Show Me the Value

Once you've revealed your value proposition, you need to elaborate and flesh out your proposed solution. Remember, your sales presentation is a little bit like theater and your product or service is the star of the show. You have to keep your audience entertained and engaged. One of the best ways to accomplish this, once your prospect is aware of your UVP, is to demonstrate how you plan on delivering on the promise inherent in the proposition. Using straightforward and simple language, tell your prospect exactly how your product or service works. Avoid all technical language. Avoid industry jargon. Get directly to the heart of the matter in the most direct manner possible. The more simple and straightforward your language, the more simple and straightforward your prospect will view the solution that your product or service provides.

There's an old saying that says selling something is all about helping a client get paid, made or laid. There's an element of truth here. The words "paid" "made" and "laid" are all values words. They describe arguably desirable states of being. This is why clarity is so important when elaborating on your unique value proposition. Show the prospect the value. Don't hide it or couch it in terms that make it indistinct. Show it for what it is. If you are selling to another business demonstrate how your product or service will make the prospect more money, save money, save time, reduce risk or make them more competitive. These are all desirable places for any business to be. If you're selling to individuals, demonstrate how your product services a human need. When you clearly show them the value, they will clearly want to become your customer.

Close the Deal

Did you know that studies have shown that up to eighty five percent of all sales pitches and presentations end without the salesperson asking for the sale? How utterly ridiculous is that? It goes without saying that if you are in sales, you are in the business of selling something. That is your primary

function. If you are putting on a killer sales presentation and you don't ask your prospect for their business, then you are wasting their time and yours. If you've put the elements of your presentation together correctly, the prospect will be willing to do business with you, but you are going to have to ask for that business. Do not ever be afraid to pull that trigger. Doing so is your job. It's why you're there in the first place. When you hesitate at the moment of truth, it sends a message to the prospect that you aren't really confident about what it is you have for sale. It sends a whiff of fear throughout the room that immediately kills the effect of everything you have done previously in your presentation. Winning sales presentations are sales presentations that have successfully obtained a prospect's business. You cannot obtain a prospect's business without first closing the deal on that business and you cannot close the deal unless you ask for the business first. Be a closer. Don't be afraid to ask for what you came for in the first place.

Final Thoughts

A winning sales presentation is an art and a science. There are hard rules that govern the process, such as the ones we have discussed in this section. However, there is also an art to a successful presentation that comes from using these hard rules in creative ways. Don't be afraid to experiment with what you have learned here. Don't be afraid to improvise. Each sales presentation must be tailored to the individual needs and wants of the prospect involved. Sticking to a script will not work. It will only make you seem unauthentic and ill-prepared. Remember, during a presentation you are an actor and the prospects are your audience. You've got to dazzle them. You have to entice them. In order to obtain their business, you have to entertain them and you have to win them over to your point of view. All of this requires you to be able to ad-lib and extemporize on the fly. Sure, you have to know all about the details and specifications of your particular product or service, but specifications and details aren't going to get you the close. You have to speak to the prospect's soul. You have to be able to touch their fears. You can only do this effectively by first knowing the rules and then being able to throw the rules away when necessary. Experiment and improvise when

you can. Your powers of presentation will only get more powerful and convincing as a result.

Best Practices

In the last section we took a close look at the process of a winning sales presentation. We broke down the elements of a great presentation and took a look at why each element was necessary and why each element worked the way that it did within the structure of the larger process. Now it's time to turn our attention away from the process of a sales presentation and look at some best practices.

In this section, we're going to look at some of the things you should be concentrating on, outside of the process, when delivering your own winning sales presentation. We'll start by looking at some general best practices that apply to all sales presentations as a whole. Then we'll delve into some specific best practices that apply to particular forms of presentation, such as the use of a slide deck during a presentation or the use of a product demonstration. By the end of the section, you'll be able to start integrating these practices into the process of your own sales presentations, taking your techniques and subsequent close rate to a whole new level.

General Best Practices

In this section we're going to take a look at some general best practices that apply to nearly every type of sales presentations. These are techniques and behaviors that work hand in hand with the information that is being presented and serve to make the presentation stronger, more convincing and more effective. While many of these practices fall under the "common sense" rubric, you would be surprised to see how many salespeople forget these all important points when caught up in the heat of the moment. Keep this in mind while you review these general best practices for a great sales presentation.

Be Prepared

Let's start with the basics. Before you walk into that office or meeting room to give your presentation, you must be prepared. If you have left anything to chance, you increase the risk that you will stumble or falter during your presentation. You increase the risk that you will be unable to adequately respond to an unexpected question. Why was the question unexpected? Precisely because you didn't prepare for the eventuality that it might be asked. A winning sales presentation is "winning" because nothing has been left to chance. The sales person giving the presentation has practiced his or her delivery time and time again until every fact, every nuance of voice and body movement, every word and gesture is second nature.

Have you ever watched a TED Talks presentation and wondered how every one of the speakers presented come across so professional, so articulate and so persuasive? It's because each and every TED speaker is required to memorize their presentation to what's called the "Happy Birthday" level. This means that they know the content of their presentation as well as they know the song "Happy Birthday". They can pick up their presentation at any point and continue, no matter the circumstances - equipment failure, unexpected question, whatever. They also make their speeches multiple times after memorizing them, working on timing and delivery. They do this until everything is perfect and they can make the speech in their sleep. Why this level of preparation?

Preparing this intensely means that each speaker is completely facile and fluid with the information they are presenting. They deliver that information flawlessly and without nerves. This increases the chances that the audience receiving the information is not only engaged, it also is able to process what is being said in a clear and efficient manner. This level of engagement and processing means the audience accepts and internalizes the information and comes away impressed. This, in turn, benefits both the speaker and the TED brand in general.

You need to bring this level of preparation to your sales presentations if you want to win over the hearts and minds of your prospects so that you can close the deal. Anything less means that you are willing to accept a

result that is less than a successful sale. If you are, you need to ask yourself why you are even bothering making the presentation to begin with. You go into that meeting room for one reason and one reason alone - to make a sale. Proper preparation allows you to do just that.

Know Your Audience

Even though you have adequately prepared for a presentation and know your material inside and out, every presentation has to be different. Why? Because each presentation is given to a different audience. This means that you have to subtly tailor the presentation to the tastes and tenor of the audience that will be on the receiving end. A little bit of legwork is involved in this practice. Before the presentation you are going to have to get to know the prospect a little bit better. You are going to have to do a little research on them. Social media can be a big help here. Take a look at their various social media accounts. What can you glean about the prospects preferences from their posts? Are they analytical? Are they down to earth? Do they appear serious and buttoned up? Perhaps they are relaxed and enjoy a joke. The point is the more you know about your prospect, the better you can adjust the delivery of your presentation to suit their personality.

Be Aware of Your Body

You can have the most effective and winning presentation on paper and, because of your body language, it can fall completely flat on your prospects. Body language is the subtle, but recognizable, signals that we send through posture, facial expression, eye contact and hand gestures. It is very easy to send mixed messages to your audience by saying one thing with your voice and an entirely different thing with your body. The answer to this is being aware of your body. How are you standing? Are you facing your audience in a confident manner? Are you making clear eye contact with them? Is your voice clear and audible throughout the room? Is your handshake firm and sincere? The point is that preparing oral and visual aids are not enough. You must be conscious of every movement that you make. Practice your presentation in front of a mirror until you think that you've got your movements down pat. Then, practice in front

of a friend or loved one in order to get their feedback. Just as you are aware of every word that you are going to say and can recite your presentation in your sleep, you also have to be equally aware of what your body is going to be doing while you speak.

Short and Sweet

Make sure that you are using the time that you have for the presentation wisely. No one wants to sit through a lengthy sales presentation. Many clients will tune you out or actively walk out on you if you ramble on too long. You need to make sure that you keep your presentation as short as possible while, at the same time, making all the points that you need to make in order to engage the prospect and close the sale. Again, this all comes down to preparation. Have you trimmed all the fat and extra weight out of your presentation? You can only be sure that you have by running through the entire presentation before you get to the meeting. If you are running longer than you like, ruthless editing is the only answer. Remember, you are giving the presentation to a prospect for the purpose of making a sale. You are not your audience. Things in your presentation that you love or find clever may only be in there because YOU love them or YOU find them clever. Make sure that you give your presentation to an impartial audience using family or friends prior to your meeting. Using their ears, you can often root out sections of your presentation that need to be reworked and sections that need to be eliminated altogether. The end result is a leaner and meaner presentation that is much more effective.

Use Every Advantage

What is the purpose of a winning sales presentation? Obviously, it's to win. Remember, sales are a zero sum game. There is the person who makes the sale and there is everybody else. Only the top slot gets the prize. You need to make sure that you've done everything that you can to win. This doesn't mean that you compromise your integrity or violate professional ethics. It does mean that if you see an advantage, you use it

to the best of your ability. There is no shame in losing if you've put your all into the effort. However, if you lose because you failed to do everything that you could do to secure the win, then the shame of that loss belongs squarely on your shoulders.

Slide Deck Best Practices

Using visuals to enhance your presentation is a no brainer. Great visuals up the connectivity level that you have with your audience and enables them to “get” your sales message that much easier. Only great visuals will accomplish this. Less than stellar visuals will only interfere with what you are saying. Your audience will become bored and restless or, worse yet, will concentrate only on your visuals and not on you. The end result for both is that you lose them. That's why it's important that you utilize some of these slide deck best practices when preparing the visuals for your presentation. Let's take a look.

Create Your Slides Last

You can't possibly create complimentary visuals for your presentation while you are still preparing your presentation. Remember, slides are like the garnish on a great dish. They enhance the presentation. They do not ever take away from the presentation. That is why a great chef will garnish the plate last, just before it leaves the kitchen. Doing this ensures that the garnishes will visually make the plate more appealing to the diner. It would be impossible to do this while the dish was being plated.

The same holds true for your visuals. Consider them and their placement only after you have prepared your presentation. Place them carefully within the presentation so that they enhance the audience's experience. They are there to make your sales presentation more attractive. They are not, and never should be, a means and ends to themselves.

Avoid Excess Verbiage

Think for a moment about a billboard at the side of a busy highway. Why is it there? It's there to advertise a product or service. Now, how many words are on that billboard? You can be assured that the amount of words on the billboard has been intentionally kept to the bare minimum necessary to convey the necessary message to passing cars. After all, a driver's attention must be on the road. He or she can only afford to take a momentary break to quickly scan the sign.

The slides in your slide deck have to be like that billboard. Your audience's attention has to be on you and what you are saying. You cannot afford to have their attention drawn to your slides and away from you. If you have wordy slides, that's exactly what will happen. They will stop paying attention to what you are saying in order to read and process the information on the slide. That means that your presentation will be much less effective and, thus, much less successful. Keep the language on your slides short and on point. The audience will get the emphasis that the slide provides while still keeping their attention on you.

Avoid Excess Effects

PowerPoint and other slide deck software come loaded with a lot of effects for transitions and more. There is a temptation to use these effects simply because they're there or because you think that they will provide your presentation with more visual pizzazz. The opposite is actually true. The excess use of effects actually detracts from the visual effectiveness of your presentation. People become distracted by an excessive use of transitions and call outs. Eventually, they become annoyed and if there's one thing that you don't want it's an annoyed prospect. Use visual effects sparingly, if at all. You don't want your audience staring at the visual effects instead of listening to you.

Product Demo Best Practices

If you sell a physical product, closing the sale may depend upon a demonstration of the products abilities and usefulness to the potential client. While a potential necessary part of your sales demonstration, a product demonstration has to be done correctly. In this section were

going to look at a couple of product demo best practices that will maximize the effectiveness of showing the prospect exactly what your product can do.

Don't Force the Demo

Demos are great and very effective - as long as the client is at a point in the sales funnel where they are psychologically ready to make a purchase. At that point, the demo is the icing on the cake. It seals the deal and you get the sale. The problem is that many salespeople take the successful use of the demo out of context. They mistakenly think that the demo, by itself, closed the sale, and ignore the fact that it was the client's position in the funnel that was actually 75% responsible for the sale. The Demo simply tipped the scale. The demo is a part of the sales presentation, it does not replace the presentation. You still have to sell the prospect on the product BEFORE you even think about the demo. A prospect who isn't sold on the product will simply feel pressured by a premature demo.

Focus On the Big Stuff

You know a lot about your product. There are detailed elements of its technical specifications or the manufacturing process that you find mesmerizing. However, you are not selling to you. You are selling to the prospect and the chances are that the prospect doesn't understand how the product works as well as you. This means that the things that you find fascinating about the product will be lost on the prospect. They simply won't get it. Instead, think about your product from the point of view of your audience. Put yourself in their shoes and demonstrate the product accordingly. Focus on the big features. They may seem blindingly obvious to you, but it is guaranteed that they are not obvious to your prospect. It is these features that your potential client will find attractive and will help you close the sale.

Dealing with Objections

Objections, and how to deal with them, are a natural part of the sales process. That being said, it is truly amazing that a large number of salespeople have absolutely no clear idea how to deal with objections. In this section we're going to look at some of the common causes of objections, as well as how to effectively deal with these objections.

Nearly every objection that a prospect raises stems from one of three main causes. First, the objection may have arisen because the client doesn't have enough knowledge about your product or your service. For example, "We don't need/aren't interested in (your product or service)." Second, the objection is raised because the client has a fact specific concern. For example, "Your price is higher than (a competitor)." Finally, an objection can also arise because of a misperception on the part of the prospect. For example, "Your product seems complicated to use." When you clearly understand each of these causes you are better able to address and overcome the objection right at the source. Let's take a look at some of these specific techniques.

Listen

Listen carefully to the objection. Make sure that you don't interrupt the prospect. Think carefully about what they are saying before you respond. Thank them for their candour and for the opportunity to address the objection. The point here is twofold: first, you want to demonstrate to prospect that you are concerned and second, you want to be able to fully understand the nature of the objection so you can deal with it and move the sales process forward.

Explore

Make sure that you actually do have a complete grasp of the nature of the objection. Ask further questions if necessary. Ask for clarification. You want to make sure that you are dealing with the full nature of the

objection and that there are not further objections hiding underneath the one that is being stated.

Respond and Resolve

Once you've listened to and fully explored the objection, it's time to respond to what you've heard. Think about what factor is causing the objection and then respond. Keep your response short and to the point. Make sure to propose a clear resolution to the problem in your response. Do not go on and on, repeating information that you've already presented. This will only serve to alienate the prospect. You know what their position is, now is the time to quickly solve the problem.

A Special Note on Money

Every salesperson has heard a prospect say that they can't afford the product or service in question. Money is a tricky objection to deal with, since on its face it appears to be airtight. The prospect doesn't have the money to meet your asking price, so your choices appear to be lower your price or walk away. Neither of these would be the correct action.

You see, money, when used as an objection, very often is running interference for other hidden objections. If you can uncover and deal with these objections then it is likely that the money objection will disappear and you will be able to close the sale. Therefore, resist the temptation to validate your price. Instead, ask the prospect what they would do in regard to your product or service if price were no object. Very often, the answer to this hypothetical question will give you a clue as to what the real objections actually are. In addition, no matter what those hidden objections may be, resist the temptation to lower your price in order to close the sale. Once you do, the prospect will undervalue everything you do and, even if you close the sale, will expect discounts on everything you provide to them in the future.

Conclusion

You now know everything that you need to know to put together a winning sales presentation of your own. If you follow the principles that we have discussed you will soon be giving presentations that will increase your close rate and your bottom line. We'd like to close out the book by leaving you with the top ten sales presentation tips. Feel free to use these tips as an at-a-glance resource that you can use to make sure you're hitting all the high notes in your next presentation.

1. Remember that every winning presentation has a hook. Make sure that you grab your audience right off the bat by leading with your strengths.
2. Don't be afraid to leverage your prospect's pain points. Once you remind them of a painful problem, you can offer them the solution to that problem.
3. Once you've successfully leveraged those pain points, don't let up. Create a sense of urgency to find a solution by consistently reminding the prospect of the magnitude of the problem.
4. Come to the rescue with your UVP. You have successfully set up the problem. Now, come to the rescue with the solution. Your unique value proposition is the answer your prospect has been looking for.
5. Elaborate on your UVP. Flesh it out. Clearly demonstrate the value inherent in the solution your product or service offers.
6. Remember that every sales presentation involves a bit of theatre. Enchant your audience. Seduce them. You're here to win hearts, as well as minds.
7. Be prepared as you can possibly be for your presentation. Know your audience and yourself beforehand. The more you know, the better prepared you are, the more likely it is that you will walk away with a close.

8. Visuals and product demonstrations are great in moderation and at the right time. Don't rely on the garnishes to sell the entire dish.
9. Objections are a part of the sales process. Anticipate them and be ready to effectively deal with them.
10. Close the sale. It's the reason you made the presentation to begin with. Don't be afraid to ask for the money.