**Professional Selling Presentation**

An engaging and upbeat greeting with assumptions

|  |
| --- |
| 1. |
| 2. |
| 3. |

An understanding of the customer client relationship and customer/organization’s needs

|  |
| --- |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| 6. |

Feature benefit presentation with the focus on the benefits

|  |  |
| --- | --- |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| 6. |  |

Solution statement to match the client’s wants and needs.

|  |
| --- |
|  |

Call for questions, before looking at the contract…

|  |
| --- |
|  |

Answer the Client/organizations questions.

Show Contract and attempt to close the sale

|  |  |
| --- | --- |
| Contract Language | Benefits of the contract items |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Close the Sale

|  |  |
| --- | --- |
| Closing method | Detailed closing statement |
| Close #1 |  |
| Close #2 |  |
| Close #3 |  |
| Negotiation Methods | Negotiation Statement |
|  |  |
|  |  |
|  |  |

Be in contact, with revisions, and new contract

|  |
| --- |
|  |

Thank you, and wish them a good day…