**Professional Selling Presentation**

An engaging and upbeat greeting with assumptions

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

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

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

Feature benefit presentation with the focus on the benefits

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

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

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Call for questions, before looking at the contract…

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Answer the Client/organizations questions.

Show Contract and attempt to close the sale

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| Contract Language | Benefits of the contract items |
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Close the Sale

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| --- | --- |
| Closing method | Detailed closing statement |
| Close #1 |  |
| Close #2 |  |
| Close #3 |  |
| Negotiation Methods | Negotiation Statement |
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Be in contact, with revisions, and new contract

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Thank you, and wish them a good day…