



“A Real Presentation Manual Is Priceless”

by
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Short Description of the presentation:

A properly designed presentation manual is the foundation upon which initial relationships are built. The manual will walk the customer through the process of understanding who you are, personally, who the company is and lastly why they should purchase from your company. Jim is going to walk the listener through the step-by-step process of how to create a very effective presentation manual for your company that will substantially increase your close rate!

Key Points Covered:

- Overview of why a presentation manual is needed and what to expect when you use one with your customer
- Elements needed in a presentation manual
 - a) Validating the company (what you do in the community, licenses, bonding, insurance certificates, awards, training, etc.)
 - b) Pyramid of Power – This not a commodity, you are different (company, installation, products, and yourself)
 - c) Before and After photos (how recent and what to do with them, etc.)
 - d) Testimonial letters (who from, how to use, etc.)
- What physical format to use and “how” to present it to the customer
- How to give the customer emotional reasons to work with your company