



## SALES PRESENTATIONS DEMONSTRATIONS. Sales training course handbook gain pre-commitment read send nonverbal messages practical how-to . demo as proof source questions, objections.

By Michael McGaulley

ChamplainHouseMedia. Paperback. Book Condition: New. Paperback. 88 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. SALES PRESENTATIONS AND DEMONSTRATIONS: A Self-instructional handbook covers the practical how-to of preparing, setting up, and then presenting or demonstrating in front of the prospect. Part one covers early preparations, including what kind of specific commitment to gain from the prospect in order to avoid wasting your time, and then planning and preparing Part two addresses the actual delivery of the presentations or demonstration, working through six key phases from opening to handling questions and objections to closing for the order or other action. Part three, on communications on multiple levels, covers the crucial issue of reading and sending the appropriate non-verbal messages, including positioning yourself and subtly moving the prospect. It also puts into context the overall purpose of demonstrations, presentations, proposals, free-trials, discounts and other special deals: that is, to serve as proof sources, given for a specific, defined purpose that should be agreed-upon in advance with the prospective buyer. Unless the prospect is willing to make that up-front agreement, then it usually makes little sense for the sales person to proceed. How to gain and use that pre-commitment is covered in this book. CONTENTSPart...



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