

Presentation Planning Worksheet



Instructions: Carefully plan your no-longer-than five (5)-minute presentation by answering the questions below. Then, using the responses that you used to construct a scenario, plan your presentation on the **Presentation Process Diamond Planning Sheet (next page)** to visually reinforce the steps of the presentation. Feel free to consult with a facilitator during the planning of your presentation. The key to an effective presentation is to have an outcome-oriented Gap (**increasing** or **decreasing** something) that you will address in your presentation.

1 Describe the customer – name and responsibility or title - to whom you will present and the program, product, or service(s) that you intend to sell during your sales presentation.

2 What is the Gap(s) discovered during the **Exploratory Process**? (*Maximum 2 Gaps*) Assure that it is an outcome-oriented Gap and that your Solution will increase ↑ or decrease ↓ something.

3 Briefly describe the customer's buyer orientation.

☐ Security

☐ Affiliation

☐ Power

☐ Actualization

4 Specifically, what unique **Features, Advantages, and Benefits (1 or 2; maximum 3)** will you present to re-pond to the customer's needs and close the Gap? (FAB statements)

5 What objections do you anticipate and how will you use **LAER** to handle these objections effectively?

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Your Name	Customer's Name	Customer's Orientation	Gap(s)	Objection

Please read this information at the beginning of your recording

1. Positive Contact:

- Introduction
- Conversation

2. Proposal:

- Review Gap
- Direct Benefit Statement

3. Solution:

- What it is
- What it does
- Desired Outcome(s)

4. Summary:

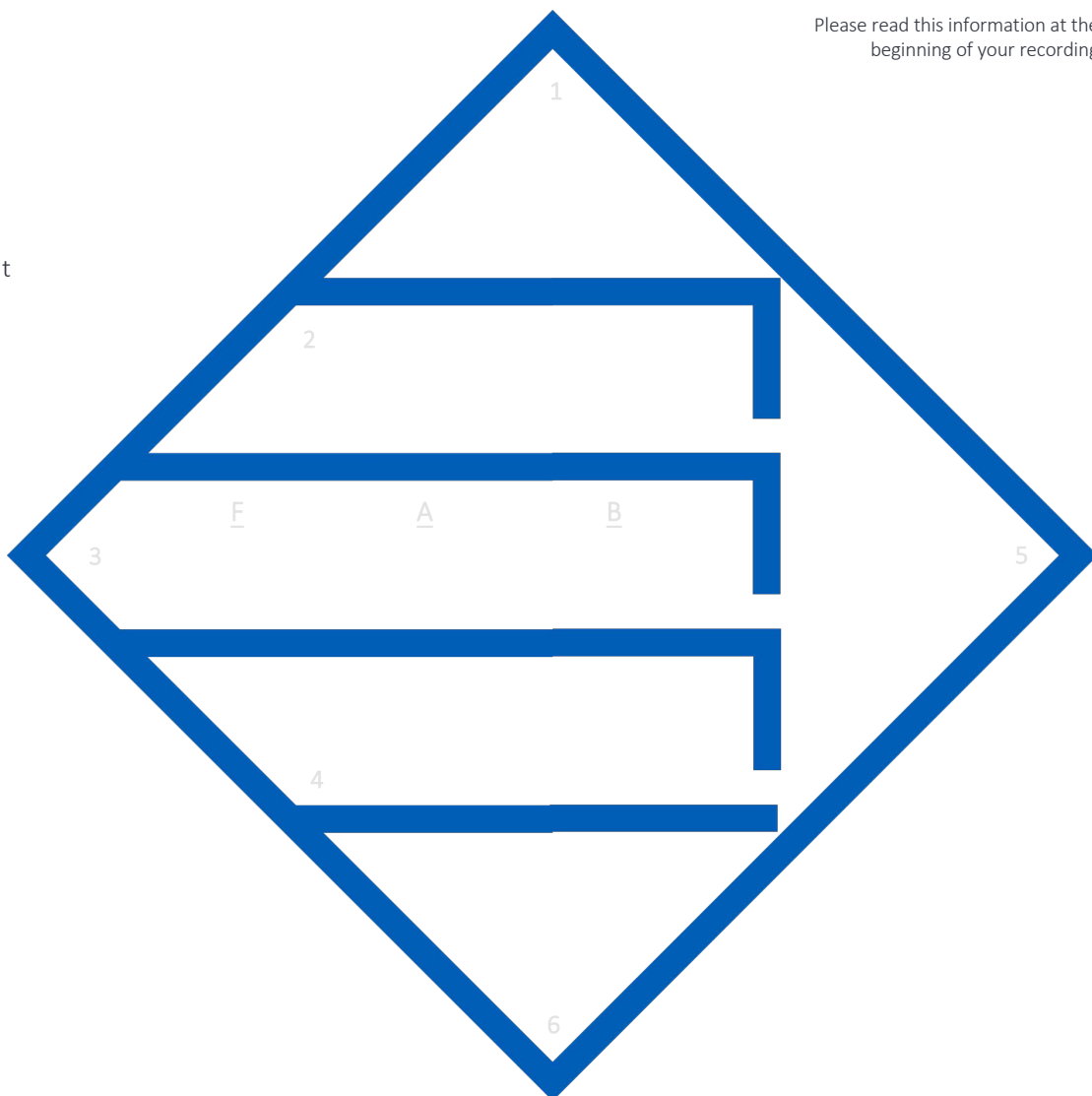
- Review Gap
- Restate Solution
- Summarize Benefits

5. Response Checks:

- Open-Ended
- Close-Ended
- Prolonged Pause

6. Closure:

- Direct
- Indirect
- Guidance
- Choice
- Benefit
- Next Step



Bonding Process – Potential Objections

☐ Time

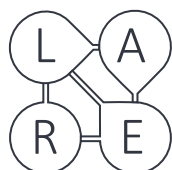
☐ Cost

☐ Quality

☐ Service

☐ Relationship

☐ Past Experience

☐ Other


Listen:

Explore:

Acknowledge:

Explore: