

Reality Check Time: Some Questions to Ask Yourself after Your Presentation

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Anytime someone makes a presentation, it is important to evaluate what went on as soon as possible in an objective manner. By doing so, you can assess your strengths as a salesperson and correct any weaknesses. The goal is to come across as a strong communicator who knows his/her business so that customers feel comfortable doing business with you. The more you evaluate, the more you will learn and increase the likelihood of being successful. The following checklist will help you to determine how well you did. Make note of any strengths or areas for improvement.

1. Did you grab attention immediately? People come to a presentation often pre-occupied with things in their personal and business lives. If you haven't made them see the relevance of your information right from the start, it may be difficult for them to concentrate fully on your argument.
2. Could they sense your enthusiasm and excitement for your product? Did your voice and body language demonstrate your passion, or were you so nervous that you spoke quickly and gave the impression you just wanted to be done with the presentation?
3. Did you focus your audience on what you were trying to accomplish in your opening remarks? Listeners like to know what your aim is for the presentation. They have questions they want answered immediately. For example, they want to know your position on the topic since you are the subject matter expert; the action step you want them to take, and the benefits they will receive by following your recommendation. Would the listeners know your game plan based on your opening statement?
4. Was there a logical flow to your argument? People like to connect the dots easily. They need to be able to see why your solution makes sense without struggling. Was the information presented in a fashion that would make people easily conclude they got your point?
5. Did you provide enough evidence so that the listeners could make an informed decision? If so what did you say? If not, what did you forget to say? On the other extreme, did you go into too much minutia?
6. Did you build up enough value for your product or service before presenting the price? Today's customers are very cost conscious. If your product or service requires a sizable investment on their part, they absolutely must see why they can't live without it before they will buy. Talking price too quickly can sink your ship.
7. How well did you respond to their objections? Customers want to be sure so they will always have questions. How you answer those questions can either make or break you. If you have responded clearly and concisely, as well as honestly and sincerely, customers will view what you have said in a positive manner. On the other hand, if you have become defensive or argumentative, it is likely they will become resistant.
8. How many questions did customers have and were they all centered on the same point? If all of the questions are concentrated in one area, ask yourself whether you explained that point adequately. Was there more that should have been said? Did you help your listeners to clearly understand technical issues by using analogies or slides for clarification?
9. Were you truly "present" with the customer? If you were more interested in selling your product than listening to the customer's needs, you weren't "present."
10. Did you close when all customer issues were resolved? Was your close premature?

If there were some areas that did not go well in your sales process, what could you have done differently? What lessons did you learn that will catapult the next presentation to another level? Taking time to look at your sales process objectively can make the difference in exceeding your sales quota for the year ahead.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact phone (847) 438-4480 or visit our web site, www.ImpactCommunicationsInc.com.