

**Sales Presentation**

Customer Name: \_\_\_\_\_

Questions to Ask:

- What are their needs, wants, desires?
- What issue or challenge are they trying to solve?
- What would be perfect for them?
- What is their budget?
- What is the decision-making process?

**Summarize Customer’s Needs and Situation and explain how you understand them:**

**Explanation of How Your Product or Service Meets Needs:**

**Reinforcement of Selling Points** (if possible, do this while actually using product, or demonstrating service. For example, if you are a graphic designer, you will show the client your portfolio of what you have done for other clients.):

**Close** (what question or suggested action(s) will you use?):

Examples:

- Ask a closing question that offers the prospect two or more choices which presuppose the sale (Would you like it in red or black? Would you like to pay by cash, credit or check?)
- Offer a trial period