**How to prepare a sales presentation - Template page**

To produce a well structured sales presentation ask the following questions and write down your answers, preferably in MS word. Try to record all your ideas so you do not forget them and do not delete them until you are sure you have the right answer. Use the paste and copy tools rather than over writing what could be good ideas.

When you have a Purpose, Agenda, Summary and Conclusion you are happy with just copy and paste then each onto a PowerPoint slide.

Now you have a presentation structure in PowerPoint you can now insert or produce the slides you need for the middle of your presentation. Select the slides you need to cover each of your agenda points.

To help make the structure obvious for you audience you can insert a copy of your agenda slide at the beginning of section

**What is the purpose of your presentation?**

* Exactly what product or service are you trying to sell with your presentation?

**Who are your audience?**

* What are their needs and level of knowledge?
* Why do they need your product or service?

**What are the objectives?**

* What are the 2 or 3 key reasons for buying your product or service?

**What is the agenda**

* Give your audience a plan - (Use your objectives from the previous question)

**What is the summary?**

* What are the key sales arguments you want the audience to remember?

**What is the conclusion?**

* State clearly why the audience should buy your product or service
* Let the audience know how they can buy from you – what should they do?

**What visual aids are needed?**

***Using PowerPoint is the last stage of preparing a sales presentation!***