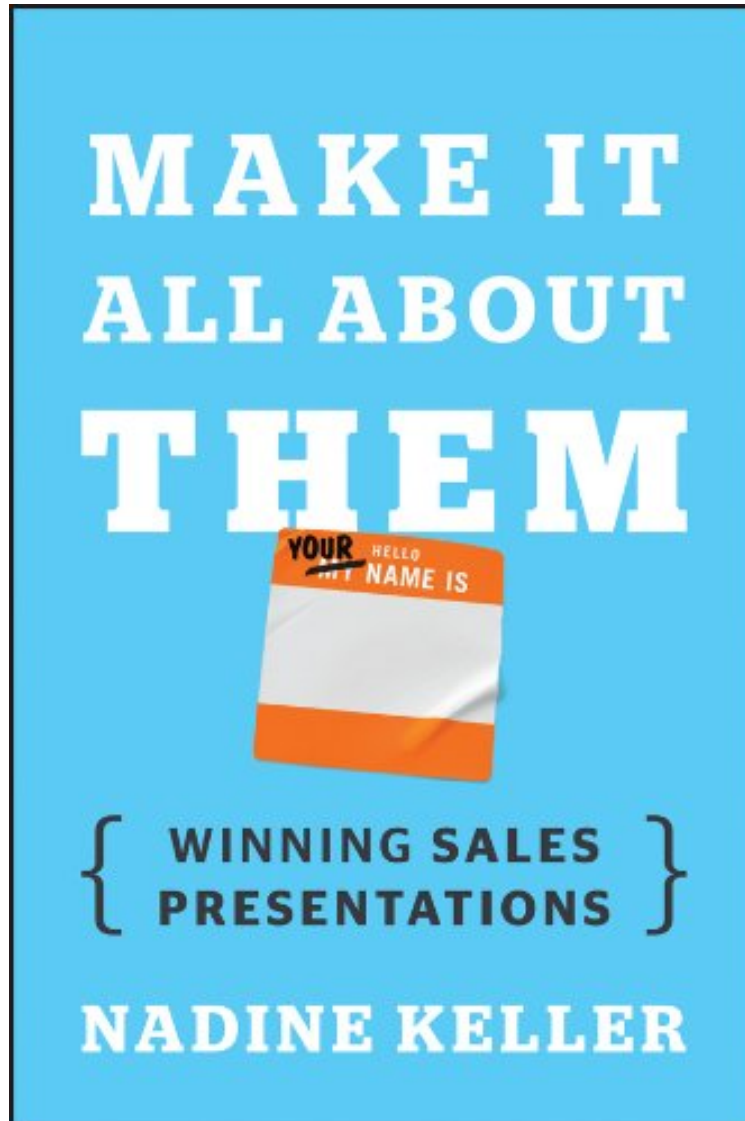


## Make It All About Them: Winning Sales Presentations

*Nadine Keller*

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**Nadine Keller : Make It All About Them: Winning Sales Presentations** before purchasing it in order to gage whether or not it would be worth my time, and all praised Make It All About Them: Winning Sales Presentations:

0 of 0 people found the following review helpful. It IS all about them!By CustomerThis book is direct, simply and absolutely true! The tools, resources and content will definitely help anyone in sales or sales leadership be more effective and win more deals!0 of 0 people found the following review helpful. Great Book!By Kristen ArnoldGreat Book - easy read full of ideas to help you stand out from the competition. Used approach on a major deal and not only won the deal but received accolades from the client on presentation. I have made it a mandatory read for my team. I highly recommend it for anyone in sales!4 of 4 people found the following review helpful. Changed my lifeBy Terry

Pullin Think very carefully about the last powerpoint presentation you gave. Was it boring? Did anyone fall asleep? This book makes you think about how appalling our standard "bullet point text" presentations they are and most importantly how they distance you from your audience instead of make them listen you your points more. Not only has it shaken up my powerpoint presentations, I use the principles in all communications with customers and I would say I can attribute at least 20% increased success in my sales activity down to learning from this book. If you are in sales, or present ideas you want people to listen to, read this book, its awesome!

Debunks the myths of the traditional rules of presentations In today's commodity-based marketplace it is harder than ever to differentiate even the most superlative services and products. The sales presentation provides the most powerful opportunity to do so. Make It All About Them reveals the truth behind the traditional rules of presentations and offers sales professionals a new way forward. It explains why focusing on three key points trumps a presentation full of details, why plain English always wins over jargon, why the audience doesn't need to know how important you are but how important they are, and other effective tactics. Provides quick and useful concepts and tools to help salespeople break through the "we have always done it this way" mentality that is so prevalent in corporate America Author Nadine Keller is founding partner of Precision Sales Coaching Training with more than twenty-five years of experience in sales and sales leadership coaching and consulting This unique approach will allow you to deliver a winning presentation every time by making it all about your audience.

From the Inside Flap Salespeople have been boring buying committees for years with laborious page-by-page presentations. Droning on about their products, reciting bullet point after bullet point, these presenters have failed to realize that they're missing a grand opportunity to stand out in a vast sea of sameness. In today's commodity-based marketplace, it is harder than ever to differentiate even the most superlative services and products. The sales presentation provides the most powerful chance to do so. Make It All About Them offers sales professionals a new way forward. It explains why focusing on three key points trumps a presentation full of details; why plain English always wins over jargon; and why the audience doesn't care about you, but rather what you can do for them. Make It All About Them offers sales professionals a proven and unique approach for winning sales presentations by highlighting the traditional rules of presentations and revealing their shortcomings. You'll discover how to: Identify your three key messages Develop a story that is engaging, targeted, and memorable Speak your client's language Highlight the most compelling benefits of your product or service Ruthlessly analyze your existing presentation in order to avoid death by PowerPoint Use LinkedIn and coaches to help you understand your audience member's personality And much more! These quick and easy concepts and tools will help you break through the "but we've always done it this way" mentality that drains the life out of corporate America. Turn the conventional approach to sales presentations on its head. Make it all about your audience, and you'll win every time. From the Back Cover Praise for Make It All About Them "Today's economic pressures, political uncertainty, rapid change, information overload, and limited attention spans continue to intensify the competitive environment. This demands a new and improved way to connect with our clients and emphasize how we are different. Make It All About Them is about creating an experience that fosters lasting connections that will attract and retain clients in a meaningful way. This book is a wonderful practical guide that will change the way you think about the sales presentation." —George A. Castineiras, Senior Vice President, Prudential Retirement "This book is long overdue. It makes you step back and look at the typical sales presentation and ask, 'Why have we always done it this way?' An incredibly practical book, it's overflowing with tools and tips that will help to set you apart from your competition and win more deals." —Howard T. Owens, President, National Geographic Channels "Presentations to global customers with high expectations and complex needs cannot rely on generic PowerPoint presentations filled with facts and figures. Effective presentations are about creating an experience that fosters a personal and emotional connection. Make It All About Them is a welcome, practical guide that impacts the sales process for the better." —Maura J. Carey, Senior Vice President, Strategic Initiatives, Brookfield Global Relocation Services Inc. "I have been making sales presentations to global corporations for over twenty-five years, and Nadine's work is the new road map for success. Her firm had a significant impact when they provided outside training based on these concepts to our senior calling officers. Applying the practical messages discussed in this book will help you and your team avoid the 'we've always done it this way,' informal, word-of-mouth approach to training your sales force — and will ultimately help you stand apart." —Stephen Skillman, Managing Director, RBS Global Banking Markets "Make It All About Them: the title says it all. Actually delivering on this simple concept, however, is too often missed. Nadine not only delivers, she nails it! She outlines techniques that truly allow you to connect to your clients and prospects. These techniques make sense, are repeatable, and ultimately deliver results." —John Morabito, Senior Vice President, Head of Institutional Retirement Solutions Distribution, Lincoln Financial Group About the Author NADINE KELLER is founding partner of Precision Sales Coaching Training. As director of sales training with JP Morgan Chase, she developed a culture of best-in-class sales and marketing behaviors, processes, and procedures, and launched the "learning while doing" technique. Establishing Keller Associates in 1998 and Precision Sales Coaching Training in

2006, Nadine has brought her proven coaching methods to a broader audience that spans industries. Her firm has provided coaching and training for thousands of sales professionals with measurable results.