

## Meeting Key Buyers Presentations that work for you!



You never get a second chance to make a first impression! “Meet the Buyer” events and business networking scenarios present a unique and time intensive opportunity to present and move to the next stage of a negotiation with a key buyer or contact.

Successful presentations require preparation, discipline and skill. You may have some but not all of these. They can be acquired!

The message you deliver will influence the buyer’s perception of you and in the end, whether your name appears on the order form or not!! It is vital to get it right. There is no opportunity for a second attempt.

On this short programme, you will receive a template to follow, you will see good and bad presentation techniques. When you see it, it is easy to spot the difference!

Buyers expect you to demonstrate an understanding of their business and their sector, and then present an easily arguable business case.

Getting this right first time is crucial! We use interactive techniques, dummy presentations relevant to your business, so you can you’re your presentation to perfection.

### Key deliverables and takeaways

- **Meet the buyer template**  
- A really useful guide to follow.
- **Good presentation / Bad Presentation**  
  
- We talk you through a typical preparation and ask you to prepare a dummy and deliver it. You can then hone your skills to make your presentation better.

### Topics

### Creating the presentation

- **The scenario of a presentation;**
- **Diving into the mind of the Buyer;**
- **Understanding your audience;**
- **The RFM Sales Ladder** - how to use it in presentations;
- **Knowing your Customer** – what is expected;
- **Where you would fit with their business;**
- **Thinking through the issues that the buyer may have in business;**
- **Presenting your product in a Mouth-watering way;**
- **Presenting Price with value;**
- **Having the answers to tricky questions – e.g. discounts!;**
- **Technical and other issues you will have to know, - awards, accreditations, logistics etc.**
- **Product support in promotion.**
- **Other topics for discussion**

### Individual presentation style

- **Delivery technique**
- **Pace & Control**
- **Confidence techniques**
- **Attitude & Assertiveness**
- **Speech & conviction**
- **Body Language**

### Use of Technology

- **PowerPoint**
- **Projection,- iPads**
- **Prompt screens**
- **Audience Q&A**

You will have some time to practise and hone your skills on our training programmes. We can even film you if you would like!! This works wonderfully well.

### Outcomes

Greater confidence and control in presentations leading to more effective outcomes at key business situations. All material is tailored to the needs of the audience. The basics can be delivered in one day but then recommend some practise of the skills and a follow up.

### Book Now!!

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