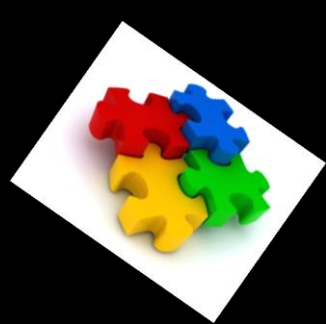


V1.1

# Sales Presentation

(simplified version of 18 July 2009)





**Sales Kit**

**Sales Presentation**

**Mind**  
- buying button  
- perception

**Body & Appearance**

**Dialogue/script**

**Persuasion (technique)**

**7 Steps**

**Closing (technique)**

**Objections (technique)**

...many people are  
**suspects,**  
not prospects...

# Why People Buy

(Brian Tracy)

- **Improvement** to something.
- Money = freedom. When “buy something” = they feel “lost of freedom”
- More **value** (variety), the better.
- Emotional values – more willing to buy a better known product (company/brand) even if it costs more !

**Exc :**

**What brand does Public Mutual carry ?  
Discuss & List.**



**A4 blank paper  
(presentation)**

**Transaction forms  
(organised)**



**Black pen  
(coloured)**

**Presentation  
Slides**

**Survey Form**

**Awards**

**MFR/QFR**

**KLCI chart**

**Ledgers (profit)**

**Prospectus**

**Articles (current)**

**Other Tools**

**Calculator  
(pocket)**

**Laptop**

**Biz Card  
Thumbprint  
Tissue**

The

7 STEPS

presentation





“People  
decide emotionally  
and then  
justify logically...”

# 7 Steps Presentation

**Step 1 CONNECT**

**Step 2 INTERVIEW**

**Step 3 AGREEMENT on NEED**

**Step 4 promote COMPANY**

**Step 5 promote SOLUTION to fill NEED**

**Step 6A ACTION + COMMITMENT**

**Step 6B CLOSING strategy**

**Step 7 pour CEMENT**

# Points to note...

- **Don't argue.** Prospect “always” right.
- Keep your **opinion** (religion, politics, sex) to yourself – remain **neutral & calm.**
- **Compliment** & acknowledge feedback & comments.
- Emphasize **value** of product/plan, instead of saying anything negative of competitor's.
- Don't make **promises** you can't keep.
- **Don't prejudge** or be prejudice.
- **Positive expectation** – look for the best.
- Maintain **enthusiasm** (high energy) & mind focus to benefit customer.

**Exc :**

**How do you emphasize VALUE of Public Mutual funds ?**

**How do you emphasize BENEFITS of having a plan ?**

**Discuss...**

**Terima Kasih**



**J.U.S.T**

**017 -3104 171**