



KEY #3 (C)

PRESENT POWERPOINT PRESENTATION AND USE NAMES PROPERLY

When you give a sales talk, it is imperative that your prospect be able to see the The PowerPoint presentation. Therefore, make a concentrated effort to seat the prospect where you can best make the sale. (Ex. desk, table, etc.) Always have your computer directly in front of your prospect where it can be easily seen. When you say a word that is on the Powerpoint slide, point at that word directly with a presenter pen from the top down. Make sure you have presenter pen is connected to your computer, so you don't lose it. In positioning yourself with the prospect make sure you have easy access to your computer so you can show names and get to your E-applications with ease.

Three P's

1. Proper eye contact
 - See two forces of the eyes (see page 33)
2. Proper seating/positioning
 - a. 45 degrees
 - b. Eye level (never talk downward to a prospect)
 - c. Selling Condition
3. Proper pointing/precision pointing
 - Point from the top down to each word you are saying.

One of the often overlooked but most important principle of selling is the fact that 80% of people buy off the influence of others. Therefore, the more names of people enrolled in our plans you show, the better your odds of making the sell are (about 80% better).

