



THE B2B SALES PRESENTATION PLAYBOOK

[GROWTHASPIRE.COM](https://growthaspire.com)

THE SECRETS TO SALES CONVERSION

Dear Business Professional,

At GrowthAspire we are focused to help business owners and professionals to get more clients and meet their sales growth aspirations.

The tools, techniques we provide to increase sales conversions can help professionals from technology, engineering, software to 20+ different industries. Many of our clients have seen their customer engagement improve and conversions increase by up to 3X.

Yet, too many people aren't getting these kinds of results. And that's because they're doing things wrong, and they're not building trust and relationships which is necessary which is must for high ticket B2B Sales.

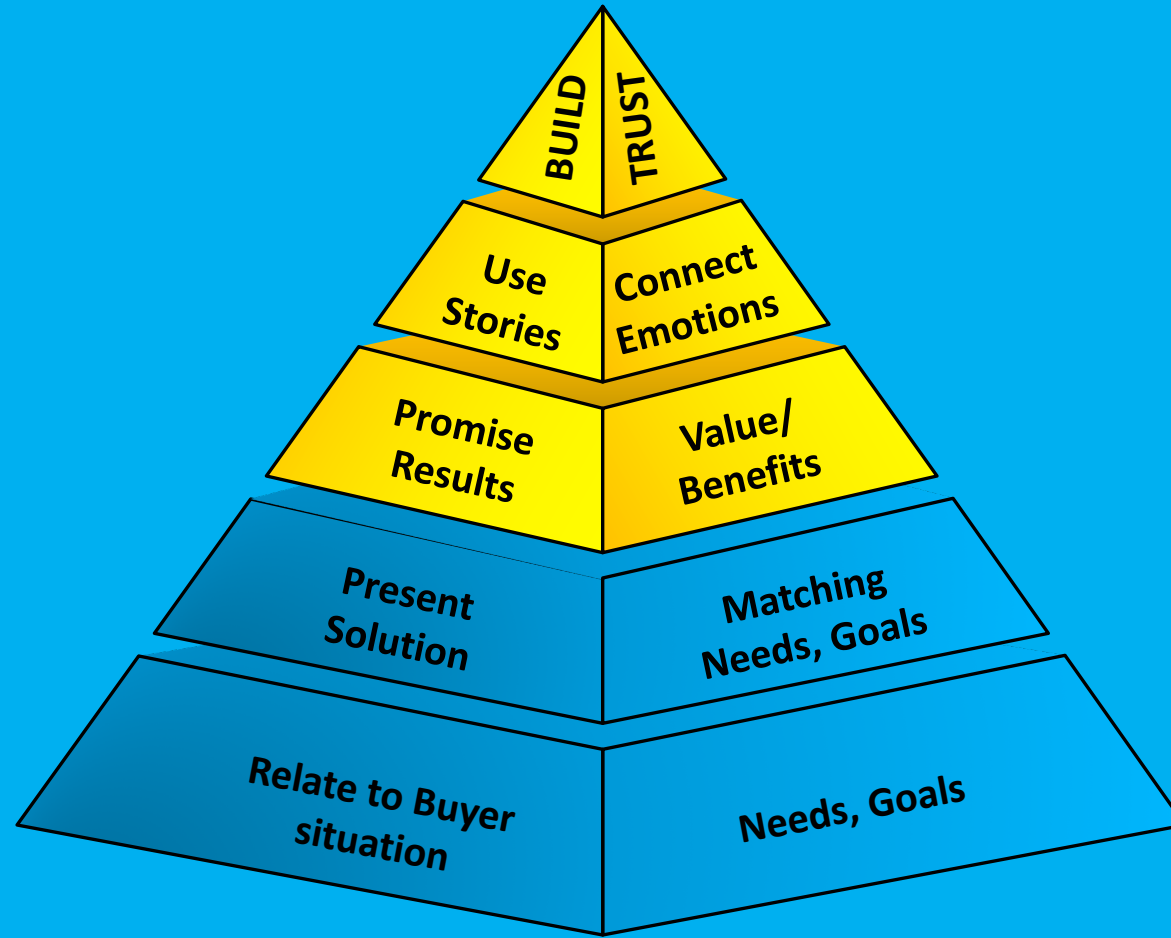
Our goal is to give you the tools to do it the right way, and to bring the trust back into your business to acquire and sell to more clients.

We've proven that this is the best way to get the clients you need, so that you can reach the success you know is possible.

I'm excited to share our system with you! Sincerely,

Prashanth
Partner, GrowthAspire.com

Presentation that Sell in B2B Sales



3 STEPS OF B2B SALES PRESENTATION

Relate to buyer situation

Connect by presenting customer current Situation, Problem Customer Needs Customer Goals.

Instantly get acceptance that you know customer situation better than anyone

Present the solution

Present Company, Self, establish authority Present the solution to matching customer needs

Here you give how your solution and explain how it matches the customer needs, alleviates their pain points

Promise the results

Present the ultimate results customers gets by using soln. Explains benefits of taking action

Articulate the before and after state. Show how the customer feel after using your solution

STEP1: RELATE TO YOUR BUYER SITUATION

Your Checklists

Relate to buyer situation

Connect by presenting customer current Situation, Problem Customer Needs Customer Goals.

Instantly get acceptance that you know customer situation better than anyone

- ☐ Explain about the buyer and his present solution
- ☐ Explain the state in terms his current need?
- ☐ What is the state in terms of pain, problem?
- ☐ Explain what is his present solution usage patterns?
- ☐ What is that he wishes to happen/ultimate results?
- ☐ Gain commitment that your understanding is right.

STEP2: PRESENT YOUR SOLUTION

Your Checklists

Present the solution

Present Company, Self, establish authority
Present the solution to matching customer needs

Here you give how your solution and explain how it matches the customer needs, alleviates their pain points

- ☐ Present a value statement for company, yourself
- ☐ Present your product and features matching needs
- ☐ Present your approach to addressing pain points
- ☐ Articulate benefits to meet his goals, aspirations
- ☐ Present a reference story you can relate to customer
- ☐ Explain any differentiation/game changers you propose

STEP3: PROMISE THE RESULTS & CLOSE

Your Checklists

Promise the results

Present the ultimate results customers gets by using soln. Explains benefits of taking action

Articulate the before and after state. Show how the customer feel after using your solution

- ☐ Articulate again value to ultimate results buyer wants
- ☐ Explain benefits of taking action and consequence of not taking action
- ☐ Present buyer status , feeling change after your soln.
- ☐ What short term and long term ROI?
- ☐ Why customer must choose your solution?
- ☐ Ask for the commitment you want from customer?

WILL THIS WORK FOR ME....

Yes, if you are in B2B Sales Professional and want to 3X your conversions success.

Yes, if you are in B2B sales, and want to avoid selling at low prices

Yes, if you are starting in Sales and really want to get those first sales

Yes, if you are entrepreneur or work for startup and struggling to acquire B2B customers

Yes, If you are a consultant/trainer, expert in your delivery but struggle in your sales and grow business

WILL THIS WORK FOR ME....

If I'm in the {insert your industry here} Industry?

Works For...

Any business who interacts with clients and has high information to be shared before making the sale, vertical you can name including:

Consultancy

Training

Engineering Services

Startup in B2B Space

Products

Services

Software (saas)

Medical Equipment's

Industrial Engineering

SALES PRESENTATION THAT SELL TEMPLATE

An effective sales presentation increases which gets your buyers attention and builds trust increases your sales by several times. It is only during the sales presentation that you can really make your prospect who is always in doubt about your product or service can be converted to potential customer.

The template shared is suitable for B2B sales especially where you have done prior meetings to understand customer requirements or have some real insights about customer pain points. You can simply fill in and customize the slides with your own text and images or use this format for your own sales presentation





TITLE

YOUR NAME HERE

Put the title of your product/service, your company name, or the message of your sales pitch on this slide.



CUSTOM SOLUTIONS TEMPLATE - 1

The next few slides of the sales presentation template can be used when you are presenting to warm prospects where you have done multiple meetings with the prospects to understand their needs and you are presenting a solution which is customized to their needs, goals and aspirations.

INTRODUCTION & AGENDA

Let your prospect know who you are with a brief company or job description.
Then tell your audience the purpose of your presentation — the benefit and
impact you plan to have on them.



Keypoint 1



Keypoint 2



Keypoint 3





BRIEF ABOUT THE PROSPECT

Give a general brief about your prospect, your understanding about their business (Product/Service/Their customers/etc).

Make sure you use the words they have used describe about their business



CURRENT SITUATION OF PROSPECT

Explain here about your prospect current situation in terms of usage of the product/service. What is the need for change?

Make sure you use the words they have used describe about their situation

CONNECT TO THEIR PROBLEMS, CHALLENGES & WHAT SOLUTION ARE THEY SEEKING

Relate to the problem and solution affecting your client.

Problem

Describe the impact the **problem** has to your client. What is the pain point they are facing and how it is affecting their business
Demonstrate what happens if they **don't** solve the challenge.

Solution

Explain what **solution or results** they are seeking or helps them solve problem. Explain the future state by describing what happens when they do solve the challenge or pain they are facing.



ASK FOR THE CONFIRMATION

At this stage, you can ask your prospect, if you understanding of the situation is aligned with prospect wants. A simple question as below helps “So, <name> this is our understanding of your current situation. Do you have anything to add?”

START PRESENTING SOLUTION

INSIGHT SELLING SOLUTION TEMPLATE

The next few slides of the sales presentation template can be used when you are presenting to warm prospect where in the first the meeting itself you want to present solution with an insights. Ideal for standardized product or service selling instead of custom solutions for B2B prospects



SHARE A TREND OR INSIGHTS, TO HIGHLIGHT THE PROBLEM

Hook your audience with a relevant problem, change, or challenge in the industry that has both high stake and strong urgency for them. (Quote your source for credibility.)



EXPLAIN HOW COMPANIES SIMILAR TO THEM ARE ADDRESSING THIS

Hook your audience with a reference story of how a competitor of theirs or industry leaders are addressing the problem using your solution or solution similar to yours. Give some credible evidence

ARTICULATE WHY EXISTING SOLUTIONS DON'T WORK

HIGHLIGHT WHY THE EXISTING SOLUTIONS
OR COMPETITOR METHODS DON'T WORK
WHEN RELATED TO PAIN POINTS (USE 3-4
PAIN POINTS)



Pain point 1

Describe why your competitors or their current solution don't address or add to their frustrations and fears.

Pain point 2

EX : The use of _____ means that your results
_____ are delayed.

Pain point 3

EX : _____ solution addresses Problem X,
but not the real Problem Y.

ASK FOR THE CONFIRMATION TO PRESENT THE SOLUTION

At this stage, you can proceed with your solution presentation by confirming with your prospect that “Before I share how I can address with our solution, I would like to know if I am able to relate to your situation or you would like to add anything?”

SHARE THE VISION OF THE PERFECT SOLUTION

Present the solution you have which helps prospects get to their desired future state

OVERVIEW OF YOUR PRODUCT / SERVICE

Introduce your product or service as the magical tool that would make achieving their desirable future state difficult if they didn't have it.



Feature/Benefit

Insert a feature/benefit demonstrating how your product or service solves a problem.



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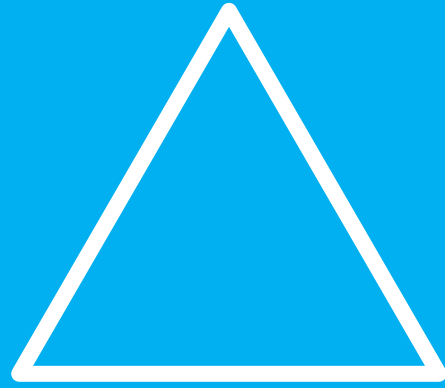
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*HERE YOU PROVIDE EVIDENCE THAT THE
DESIRED VISION HAS COME TRUE WITH YOUR
PRODUCT.*

*YOU CAN INSERT TESTIMONIALS, SOCIAL
PROOF, SUCCESS STORIES, OR CASE STUDIES.*



PRODUCT DEMO

Showcase how your product or service works through photos or graphics. It's best when this is shown with a video or done live.

SHOW THE VALUE & ROI

Data

Present data, information, and comparison to show the monetary value your product or service brings to your audience.

Value

Remind them how much value they are getting out of this product that makes it worth more than the price.

Benefits

Convincing your prospects first with all the benefits and opportunities before revealing the price will speak directly to their pockets and price won't be as much of an issue.