



Sales Presentation Effectiveness Checklist

1 Your objectives

- To inform?
- To persuade?
- To sell?

2 Your audience

- Size
- Voluntary attendees?
- Knowledge

Make up

- Senior managers
- Colleagues
- Subordinates
- The press
- ...others

3 Preparation

Gather information

- Logical order
- Intro screen
- Few points per screen
- Summary slide
- Not too many

Tools

- Slides
 - Few points per screen
 - Summary slide
 - Not too many
- Flip charts
- Note cards
- Handouts
- ...others

The venue

- The right size?
- Equipment
 - Projector?
 - PA system?
 - ...others
- Refreshments
- ...others

4 Beforehand

- Review
 - Professional?
 - Information correct?
 - Slides in logical sequence?
 - Slides concise?
 - Charts clear?
 - Extraneous information?
 - Anything missing?
 - ...others
- Practice
 - In front of mirror
 - In front of colleagues
 - At the venue
- Check out the venue

5 Delivery

- Don't rush
- Speak clearly
- Look at the audience
- Be relaxed
- Encourage participation
- Appear confident
- Match the mood

6 Wrap-up

- Summarize
- Q & A
- Copies of slides available
- Post mortem
- Think about your audience