What Works!® Virtual Sales Presentation Design and Delivery Process

- Discovery with prospect or customer by phone in advance of presentation
- Decide on your presentation topic or title
- Ask the four most important questions
    - What is my venue?
    - How much time do I have?
    - What is my objective? (what do I want them to do)
    - Who is my audience (their MOST important needs!)
- Populate What Works!® PPT fishbone template with customized content based on the prospect's most important needs
- Map out your presentation using the "slide sorter" in PPT. Follow the What Works!® Template structure
- Add any slides that are relevant for your presentation
- Add "Hollywood" to the presentation (photos, visuals, graphics, multi-media, video, etc.)
- If you are delivering your presentation with a partner, then run them through your presentation and determine your action plan and who will be doing what
- Set up your web conferencing meeting and invite key audience members
- Start your meeting and load your documents at least 30-60 minutes in advance to make sure everything is running properly
- Send handouts and documents in advance if appropriate
- Have looping slides playing while audience enters the meeting
- Welcome all to meeting – follow The What Works! template for presentation delivery
- Include demonstration if necessary – focusing on key problems and value points
- When finished, share "Next Steps" word document – complete and hand off
- Follow up!

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