



Resources and Tips for
Designing your Zoom Value
Based Sales Presentation

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5 Steps for Crafting Your Sample Opening

1. Choose a prospect you're currently working on

We want you to be able to put this to use immediately, should you feel so inclined. Choose a prospect you'd really like to close and craft your presentation with them in mind.

2. Discovery – Compile any information you have on your prospect

Assuming you've already done a discovery with your prospect, compile the information you have and build that into your sales presentation. Remember, all else being equal, your prospect will ultimately buy from the vendor that presents the greatest amount of value based on their needs. You may not always have the opportunity to do a deep dive, but it's always worth giving it a good shot.

3. Study the Template Description

I've delivered this workshop enough times to know that it takes a little while to absorb all the information I'm sharing. It's typically a full day program. Really understanding the template description will make a big difference.

4. Write your Opening and Closing

You want to think creatively, outside of the box, be original, and add some fun to it if you wish. Remember to always be thinking about what's important to your prospect, and match that with what you have to offer. I always suggest starting off with the number one challenge your prospect is facing, and how you solved that for someone else. (Please note, make sure it's different from the example provided. Briana Galloway's opening)

5. Transfer your final masterpiece to the "Presentation Homework Template" document

You will have receives a document titled, "Presentation Homework Template." You'll need to submit your final version of your opening and closing using this template. It should look like the example openings/closings you received.

6. Bonus Points!

If you feel inspired, design an entire presentation using the Zoom Fishbone PPT Template. Add slides from your corporate deck where it's relevant, and customize as much as you need to. Another step would be to record yourself delivering your presentation. Send to your manager. Please know this is entirely voluntary. But it might help you sell even more!

Example Zoom Opening: Briana Galloway

Grabber Opening

Based on our conversation last week, I understand your greatest challenge right now is having a dispersed workforce. Travel is costly and communication between your global groups are falling apart.

We've solved the same problem for many other companies like Voya, including LPL Financial. Since they implemented Zoom, they've seen significant cost savings, and their teams are working much more effectively together. I believe we can help you in the same way.

Elevator Pitch

This is part of the reason why I'm here. I'm Briana Galloway. I work with financial companies like Merrill Lynch, Goldman Sachs and Bank of America to help them implement a highly effective conferencing and collaboration solution. Ultimately, Zoom helps them to achieve their most important business objectives, such as solving the challenges of dispersed teams.

Credibility Statement

We've heard nothing but great feedback from our customers. Bill Foster, VP of IT at LPL, shared. "Zoom has helped us to dramatically increase the efficiency and effectiveness of our communication amongst our global team."

Objective

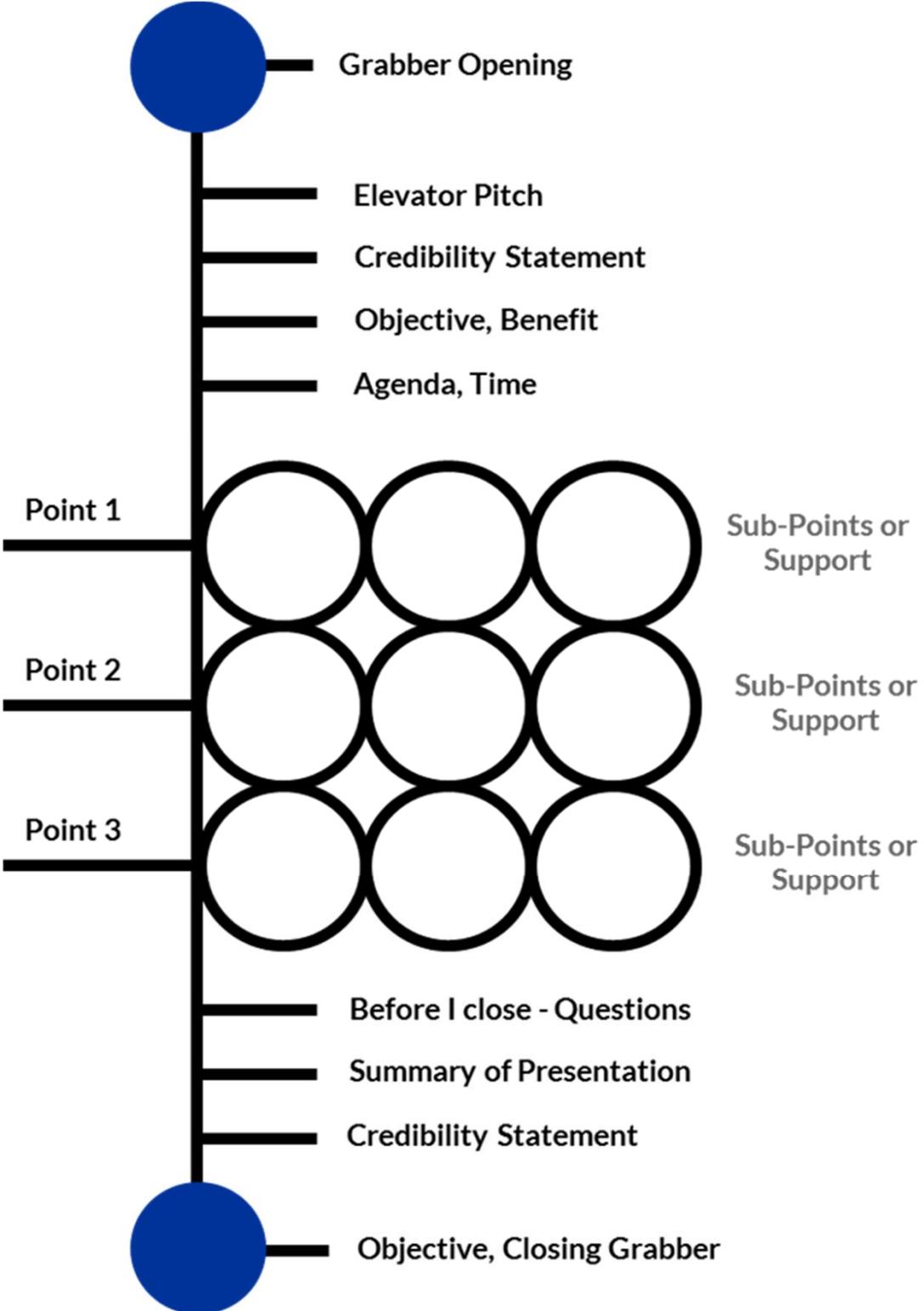
My objective for our time together is to have you walk away with a clear understanding of how we can best meet your most important conferencing needs, and have you select us as your solution moving forward.

Agenda

During the next 45 minutes, we'll cover the following:

1. First, we can continue our conversation to help me understand challenges you're facing, and the impact that's having on your business
2. Two, I'll share a little about our company, Zoom
3. Three, I'll walk you through a demonstration of Zoom as it relates to your needs
4. Four, I'll address any concerns you might have
5. And finally, I'll highlight the value to Voya. How Zoom can meet *your* most important business needs and objectives.

What Works! Presentation Template[®]



What Works! Fishbone Template Description

Grabber Opening

Description: Most people remember the first two minutes and the last two minutes of our presentations. So, we want to grab their attention right from the start. This is especially important in the virtual environment, where people's attention will wander fast. It can be your audience's number one problem or challenge, a fact, a statistic, a customer success story, a provocative statement or question, a testimonial, an "imagine if" statement, or the number one challenge your prospect is facing right now. The grabber should be relevant to your audience and tie in directly with your objective or goal. Remember, in the virtual environment, it's important to include visuals, such as photos, graphics, multi-media, videos, and more.

(15 seconds to one minute)

Example: Based on our conversation last week, I understand your greatest challenge right now is having a dispersed workforce. Travel is costly and communication between your global groups is falling apart. We've solved the same problem for many other companies like Voya, including LPL Financial. Since they implemented Zoom, they've seen significant cost savings, and their teams are working much more effectively together. I believe we can help you in the same way.

Elevator Pitch

Description: Most people will often deliver their presentation without ever introducing themselves clearly and concisely. The "Elevator Pitch" is designed to tell your audience in thirty seconds or less:

1. Who you are
2. What you do
3. Who you work with
4. How you help people (include a key benefit)

It sets the stage for your presentation. Don't forget to add a professional photo, as it helps to personalize your presentation. If you have the opportunity, I recommend using the live video feature to introduce yourself, elaborate on a topic, or answer questions. The elevator pitch is optional if someone is already introducing you, or if your entire audience is already familiar with you.

(15 seconds or less)

Example: This is part of the reason why I'm here. I'm Briana Galloway. I work with financial companies like Merrill Lynch, Goldman Sachs and Bank of America to help them implement a highly effective conferencing and collaboration solution. Ultimately, Zoom helps them to achieve their most important business objectives, such as solving the challenges of dispersed teams.

First Credibility Statement

Description: The credibility statement is intended to lend “credibility” to you and what you’re attempting to achieve. Typically, it’s a testimonial, fact, or statement from a credible “third party” source. It could be from an existing client, a news source, a research company such as Gartner, or anyone else you can think of that would lend credibility to your initiative.
(30 seconds or less)

Example: We’ve heard nothing but great feedback from our customers. Bill Foster, VP of IT at LPL, shared. “Zoom has helped us to dramatically increase the efficiency and effectiveness of our communication amongst our global teams.”

Objective

Description: Most presenters fail to clearly state their objective, which is, what you “actually want” them to get out of your presentation, and what you want them to do. It’s important to state very clearly what you want as a result so that you paint that picture and intention in your prospect’s mind.
(15-30 seconds)

Example: My objective for our time together is to have you walk away with a clear understanding of how we can best meet your most important conferencing needs, and have you select Zoom as your solution moving forward.

Agenda

Description: Most people start their presentation with the agenda, which is for the most part boring. Now that we’ve set the stage for our presentation, we’re ready for the agenda. The agenda will let your audience know exactly where you’re going with your presentation and what you plan to cover. It keeps them on track, and it serves as a guide for you to stay on track, as well. The body of the presentation needs to follow your agenda, otherwise you risk losing your audience.
(30 seconds or less)

Example:

During the next 45 minutes, we’ll cover the following:

1. First, continue our conversation to help me understand challenges you’re facing, and the impact that’s having on your business
2. Two, I’ll share a little about our company, Zoom
3. Three, I’ll walk you through a demonstration of Zoom as it relates to your needs
4. Four, I’ll address any concerns you might have
5. And finally, I’ll highlight the value to Voya. How Zoom can meet *your* most important business needs and objectives.

Body of Presentation: (Develop each point in your presentation)

Agenda Item #1:

Agenda Item #2:

Agenda Item #3:

Agenda Item #4:

Agenda Item #5:

Q&A

Description: Ideally, you've been weaving in questions and answers throughout your online presentation, and including polls and other means of interacting with your audience. This is an opportunity to have a more formal Q&A session before your closing. Also, you'll know how much time you have left before the end of your meeting, so you can adjust your questions accordingly to make sure you end on time.

Example: "Before I close, I'd like to open it up for any final questions you might have..." And then when you're out of time, you might say, "We have time for one more question."

Summary

Description: Summarizing our key points helps to reiterate and solidify the message and value you've communicated to your audience.

Example: (Review highlights from your presentation)

Second Credibility Statement

Description: This a “second” credibility statement. It’s different from the first, but it achieves the same purpose. See “First Credibility Statement” above for a description.

Example: (Find a quote, testimonial, research, or anything else you can think of that would lend credibility to Zoom. It’s ideal if the statement reflects the needs of your prospect.)

Closing Grabber

Description: This is very similar to the opening grabber. It’s meant to have our audience walk away with a strong impression. It helps to leave your audience with a message they won’t forget. Ideally, you can tie your grabber opening in to your grabber closing. The example below is simple, and I believe you can come up with something much more creative!

Example: As you mentioned earlier, your biggest challenge right now is having a dispersed workforce. Hopefully I’ve addressed those needs and more.

Next Steps

Description: A natural transition from the close of your presentation is to review next steps.

Example: I’d like to open it up for discussion so we can determine the best way to move forward from here. (Write down next steps with time frames included and move forward as planned).