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1. MAKING AUDIENCE-CENTRED PRESENTATION

2. CONVERTING PRODUCT DEMONSTRATION TO PARTICIPATION

Q&A

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CONVERTING PRODUCT DEMONSTRATION TO PARTICIPATION

Q: I subscribe to sales demonstration as a powerful strategy to close sales. Showing is definitely better than talking in most cases.

For a few months now, I have tried my hand at it and the results are encouraging. However, I think the way I do it is quite similar to those of many others. Is there a more innovative way of doing it for greater effectiveness? - Excited

A: The way forward is to elevate your product demonstration to product participation. Doing this means getting the audience to try out the product. This is the most convincing way to make people buy.

Almost every product can be subjected to this method if you think hard on how to do it. If it's a car you are selling, use test drives where they can actually drive the car for a good feel of it. If it's insurance, do some simple calculations to show the huge returns they can get.

Now think of yours and establish the different ways you can use the product participation method too.

Bottom Line: Think through this before getting your prospect to try it out. Work out a simple process or formula where they can see the results fast. Practice the steps yourself and be aware of all other possible challenges ahead and how they can be addressed.

Take note too that some of the prospects may have some trouble trying out your product. Be encouraging and positive so that they don't give up. Use uplifting words like, "you are doing well, or that's normal", or "you are faster than many whom I know", and so on.

Once you have successfully got them to sample it, ask them how they feel about the experience and then gently (but assertively) move in with the sales closure.

Powerful Questions:

- What is a good and simple way to get your prospect to try out the product?
- What are the challenges that need to be addressed for a good system to be installed?
- How do I introduce this to them?
- What are the questions you can ask before and after they try out?

MAKING AUDIENCE-CENTRED PRESENTATION

Q: When my competitors clinch the sales with little or no preparation, it really makes me feel that this world is so unfair. Here I am, working so hard in educating my prospects while they are delivering "hollowness" as there's nothing in there except the giggles and laughter.

I'm now confused whether it's worthwhile to prepare so hard or just go on stage and let things happen. - Lost

A: It's not about preparation alone but more of whether it's an audience-centred presentation or a product-centred one. No wonder you feel your other competitors are not as prepared as you are because they spend more time engaging the audience instead of loading them with all kinds of stuff. So what you have been doing is laborious but, unfortunately, it commands little value in the audience's eyes.

Bottom Line: The starting point in all preparations is to always plan with the audience in mind, and be guided by three key questions: "Who am I presenting to? What do they want to know? And what can they take away from their time spent with me?"

Everything you do must revolve around the answers to these questions. They steer the presentation more towards benefits, which is simply, how they can gain, and even demonstrate it to bring it to life.

In most cases, such types of presentation focus on only a few key pointers. Minor details are left out because people are generally pragmatic. They don't like to be stuffed with loads of information. They want things to be straightforward, precise and clear.

Spend more time in holding a Q&A dialogues that will surely bring everyone closer together. It's more fun, and less work too.

Powerful Questions:

- Who are attending your presentation?
- How will you strategise on this knowledge for the best results?
- How would your presentation format be?
- What mindset will support you to do it in the way they want, rather than what you think they want?

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