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Six Steps to Creating Online Presentations for Telephone Selling

By Roger C. Parker

Six Steps to Creating Online Presentations for Telephone Selling

by: **Roger C. Parker**

How much extra money could you make by closing just one or two additional sales a day? You can double, or even triple, the effectiveness of your telephone selling by showing prospects why they should buy from you, instead of just telling them.

Clients and prospects are visually oriented. They process and retain 75% of the information they see, compared to about 15% of the information they hear.

There are six steps involved in preparing online visuals you and your prospects can look at online during telephone conversations and teleconferences.

Step 1: Desired result

Start by identifying what you want to accomplish during each phone call. Ask yourself: What is the primary message I want to communicate? What action do I want my client or prospect to take? What information can I provide to convince them to take the desired action?

Your answers to these questions will provide the framework you need to begin preparing for your upcoming calls.

Step 2: Benefits

Next, translate your product or service into benefits they will enjoy if they take the action you want them to take. Identify as many different ways as possible your product or service can benefit your client. Be as specific as possible.

Step 3: Framework

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Open your presentation program and create an "empty" set of visuals to support your upcoming calls. This will provide a framework for developing your telephone sales presentation.

Don't be concerned the contents of each visual. At this point, don't stop to fill in the details for each visual. Simply create an empty presentation visual and title for each of the points you want to cover in your upcoming telephone calls.

Hint: You may want to create a template with placeholder visuals to help quickly prepare future presentations.

Step 4: Provide proof

Next, go through your presentation framework and complete each of the visuals by adding appropriate text and graphics. As you complete each visual, strive to make your benefits as specific and as visual

as possible. Translate your products or services into added dollars and cents revenue, reduced costs, or time savings.

Whenever possible, show, rather than tell. Translate words into information graphics, like tables, charts, and graphs, to emphasize: Comparisons, i.e. before and after revenues or expenditures of time and money. Trends, i.e. growing market share.

Add photographs to personalize and reinforce case studies and testimonials. Use logos, rather than words, to emphasize case studies and satisfied clients.

Step 5: Contingency visuals

Next, prepare to respond to objections that prospects may bring up during your calls.

Start by identifying the possible objections that prospects might come up. Determine how to respond to each one. Then, prepare visuals that will only be used if your prospect brings the specific objection up.

Typical objections concern price, competitive features, ease of use, and economic uncertainty.

Step 6: Upload and rehearse

After reviewing your work, use your presentation program's Save as... command to save your presentation in the appropriate online format.

Then, upload your presentation to the server where you and your prospects can access it online during calls.

Rehearse your presentation, until you can comfortably proceed from point to point, and easily access the contingency visuals, (if needed).

Six Steps to Creating Online Presentations for Telephone Selling

Consider your web-based presentations a "work in progress" that you continually update and refine. Prepare additional visuals as new objections come up. And prepare personalized slide titles and visuals for specific clients and prospects.

Let Roger C. Parker help you harness the latest technology to promote your expertise. For more information, please visit

How to Convert Telephone Calls into Powerful Presentations

By Roger C. Parker

You can multiply your ability to persuade by 400%, whether your audience is 1 or 100. Web-based presentations add a visual element to teleconferences. Instead of just talking to prospects, you can simultaneously show them and tell them. According to a Wharton Business School study, this dual mode communication makes your message up to four times more effective than using just your voice.

Present from your office:

Web-based presentations can be as effective as in-the-same-room presentations, but are free from the costs and frustrations involved in traveling.

Talk to your prospects using your current telephone or—for large groups—a rented bridge line. You and your audience view your visuals using a standard web browser and Internet connection.

You control what's displayed on your audience's computer screen! Your screen contains a menu listing available visuals. You control presentation content, pace, and sequence. You can spend as much or as little time as desired on each visual. You can show all of your visuals, or just those needed to respond to attendee concerns or questions.

No limits on audience size:

No audience is too large or too small for a web-based presentation! You can easily and cost-effectively show and tell 1-to-1 as you speak to individual prospects, or you can present to hundreds at a time.

No advance scheduling:

Your visuals are available 24/7. No reservations are required to present. Convert any telephone call into a presentation by inviting your caller to immediately access your online visuals while talking.

More than one set of visuals can be prepared and ready for instant use.

Preparing your visuals:

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Use Microsoft PowerPoint™ to create your presentation. Presentations can be as simple or complex as desired.

In addition to creating visuals for your "core" presentation, consider creating "contingency" visuals available for showing as needed. This permits you to customize your presentation on the basis of questions from the audience or callers.

You can easily add and edit visuals. This permits you to customize the title or specific visuals with your client's name or client-specific contents and prices.

After completing your presentation, upload it to the server where your visuals will be available online to you and your clients, prospects, or employees.

Access:

Only those who know the specific location of your presentation on the web will be able to access your visuals. You can communicate the URL during the phone conversation or you can send it to a group via e-mail before an event.

Unless you are also online, visitors will not be able to navigate through your presentation.

Applications:

Any presentation task you would normally accomplish in-person can now be done on the phone and online: Demonstrations. Do a better job of describing the benefits of your product or service by showing as well as telling. Interactively walk prospects through the steps you'll use to help them solve a pressing problem or achieve a desired goal. Previews. Increase attendance at teleseminars and live events by previewing the contents and benefits of attending. Proposals. Deliver client presentations in an interactive environment. Use your voice to build enthusiasm and address concerns or questions as they arise. Continuous contact. Keep in close touch with clients and prospects while helping them make informed purchase decisions and best use of their purchase. Training. Keep employees and your sales staff motivated and up to date on your latest products and services.

It's all about relationships. Web-based presentations are just another way you can put today's low-cost technology to work building and maintaining close ties with customers and prospects. At low cost, you can communicate with added impact from your office.

Let Roger C. Parker show you how to attract qualified prospects and retaining clients by creating the right messages and choosing the right tools. Visit

or call Roger at

603-742-9673 for information.

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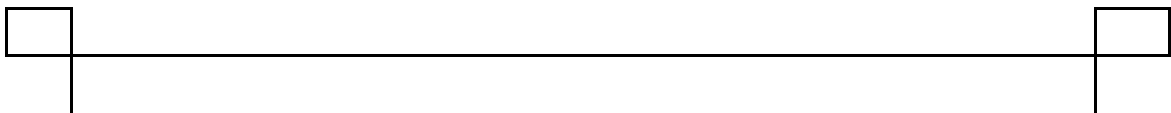
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