



SYNERGY LEADERSHIP GROUP

Most PowerPoint® sales presentations could benefit from professional help that may increase close rates by 10% to 20% or more. That is what we do. Do any of these sound like your presentation challenges?

1. The presentation has too much “chest-pounding” rhetoric about your company and a lack of specific customer benefits.
2. The salesperson reads bullet points out loud to the screen rather than looking your prospect in the eye. The prospect can read silently twice as fast and becomes bored.
3. The prospect can't retain 4 to 6 bullet points per slide and the best listeners will retain only 30% of what is communicated.
4. Poorly branded presentations that don't set you apart from competitors.
5. Slides that “aren't relative” to the customer remain in the presentation.
6. The goal is not to communicate every product feature. The goal is to make the sale!

Sound familiar? PowerPoint does have incredible potential, yet, when not used properly, it can be the worst possible sales tool. We can help. Here at Heath Leadership Group, we are sales presentation and branding professionals who can work with your sales and marketing team to:

- Improve sales presentations and make them relevant to each customer.
- Turn bullet point-laden sales presentations into memorable stories.
- Turn product features into benefits that relate to customers.
- Brand your product or service.
- Close more sales.

How can we work together? Simply present your current sales presentation to us, either in person or via Go To Meeting, and we will play the role of your prospects. We will then give you our thoughts on how we would improve your sales presentation, an estimate of the cost, a timeline for delivery, and our approval process. If you become our client, your satisfaction and our work is guaranteed.