

Presentation Jazz: How to Make Your Sales Presentations Sing



Salespeople wish that leading a prospect to a sale was as easy as enjoying a jazz set on a warm summer night. It can be almost that natural with this cool approach to closing a hot sale. Presentation Jazz offers a unique, highly personalized way to quickly and easily structure a sales presentation for maximum impact. Presenting an original technique that uses visual cues or notes, the book shows how to score a presentation as though it's a musical piece. The book covers the sales process from the first moments of the pitch (getting on the beat) to the heart of the sale (you're cooking) to using creative materials (seeing the music) to handling objections and unruly groups (playing it cool). Readers learn how to make presentations that are: -- easy to follow-- relevant to the prospect's needs-- interesting and involving-- energetic and energizing. With examples, realistic scenarios, and checklists, this one-of-a-kind book will help create presentations that flow and sizzle and end with customers wanting more and presenters landing the sale!

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