

# Powerful Presentations

Almost every Ray's Rule has been about the Research Phase of the Sales Funnel® because it is the most important phase. The presentation can lose the deal but not win it. The presentation should be to confirm what was already agreed to in research. Having said all that, here are six suggestions on giving a presentation that won't lose the sale.

1. Use the 3-1-2 method, which means begin with the end in mind. People remember most what you say last so write your close first (3). Make sure it is compelling and incorporates the **DBM** (dominant buying motive) with a call to action. If you only memorize one thing, make it the close.
2. Next write your opening (1). It sets the stage and should engage the audience (could be a committee or one person) immediately. The best way to open is with a great resonating statement that creates an immediate connection with the audience.
3. Restate the **WITY** and get confirmation that there has been no change in criteria. If you are unfamiliar with the **WITY**, refer to chapter seven in the book "**Success Secrets Of The Sales Funnel**". A future "**RULE**" will be on the **WITY**.
4. Deliver the body of the presentation (2) in the exact order of the **WITY** criteria.
5. Have your committee champion, (I know you wouldn't be giving a presentation without having at least one champion on the committee) ask a question about a topic that makes you look good.
6. Practice your presentation until you are 100% comfortable with it. Most salespeople do not practice and it shows. In the end, it is all about execution and you can not execute under pressure unless you practice.

Till next time

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