The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | White Paper

The Key Elements of Successful Team Sales Presentations

Successful team sales presentations require a great deal of planning, preparation, and practice. Some of the highest stakes sales opportunities call for a team selling approach. The costly mistake many account managers make is not taking the time up front to ensure a winning outcome.

Some of the most vital ingredients of successful team presentations include:

Knowledge and Focus

- A thorough understanding of the client's or prospect's business and organizational needs
- Information about the roles and the varying technical competency levels of the individual clients/prospects in your audience
- An understanding of the objectives of each member of the client/prospect team − their personal and professional needs
- Clear, relevant presentation objectives
- Coordinated, cohesive presentation content

Practice

- Practicing out loud, on your feet with your team, before the meeting

Teamwork

- Behaving in ways that build trust and credibility for all the members of your team

PREPARATION

There are three special team preparation areas from which the payoffs at presentation time can be enormous:

—**Team Leadership**—
—**Coordination Around a Theme**—
—**Environment**—

An overview of each of these team preparation areas follows.

Team Leadership

- The assignment of a team leader is a critical first step. The team leader is often, but not always, the account manager. This role includes the responsibility for gathering information and giving guidance to others about the account's background, personalities, needs, objectives, style, competitive situation, etc. It usually is the team leader's responsibility to open the presentation, field questions when appropriate, and close the presentation.

- The team leader is often the central focus for the client/prospect. Therefore, this is most likely the person to whom they have already granted some trust and credibility and with whom they have shared the needs for business solutions. He or she is also the person the client or prospect is likely to call with additional requests, concerns, questions, or objections after the formal presentation.

Coordination Around a Theme

- A strong team presentation needs an overriding theme to give it focus and continuity. A team presentation should not be a disjointed series of presenters, each focusing randomly on his or her area of expertise. Use our Presentation Blueprint to ensure a cohesive flow to the presentations.

- Once the client/prospect's needs are fully understood, using the Blueprint the team should develop Position, Action, and Benefit statements for the overall team presentation. This will help the audience easily and clearly focus on the team's major message. Next, each presenter needs to develop Position, Action, and Benefit statements for their individual segment of the team presentation linked to the overall theme. These would be P/A/B statements focused on the presenter's specific area of expertise regarding the product, service, or value-added offering being presented. The sum of all of these team P/A/B statements should be a concise, clear, and compelling message.

Environment

- If at all possible, practice in or become familiar with the environment in which you will be presenting. Get a feeling for the set up or lay out of the room.

- Position the team off to the audience's right with chairs close together, "cheated out" a bit (at a slight angle) toward the audience. Only the current presenter or person addressing a question should be standing; all others should be seated off to the side.

BEHAVIORS THAT BUILD TRUST AND CREDIBILITY FOR YOUR TEAM

- Your customers/prospects are not only evaluating your content, they are also watching and listening for how you treat each other. Decision makers often consider your team interactions to be valuable previews of how you'll probably treat them should they elect to do business with you.

- Consequently, as you transition from presenter to presenter, those transitions become a focal point for your audience. Make sure you introduce the next presenter in a positive, friendly way. (Before the presentation, ask your team members how they would like to be introduced, but keep introductions very brief, otherwise your audience will get bored or distracted.) Full names and titles are not that important; the sharing of business cards will take care of that.

- During a team presentation, one of the most important connections − and one that is so often completely overlooked − is the emotional connection your team makes with the customer/prospect team. This connection can be a powerful way for you to set yourselves apart positively from your competition.

- Be enthusiastic! Smile and make eye contact with the next presenter on your team. She or he should acknowledge the introduction by saying, "thank you" or "thanks, Jim." Act as though you are proud to be introducing your colleague. Get the audience excited about what's to come.

- Your audience will also be observing what you are doing when you are not presenting. Make sure you're not looking at your notes or your shoes! Pay close attention to your colleague who is presenting, even if you've heard it a thousand times. (Avoid automatically nodding and smiling at everything that's said though!) It's fine to periodically cast a casual eye on the audience for looks of interest, confusion, and non-verbal buying signals (nods, frowns, smiles, leaning forward, etc.), but look at the presenter most of the time.

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About LSA Global

Since 1995, LSA has helped leading organizations create and maintain competitive advantages through people. We work with a select group of clients to help them "move the needle" - from simple awareness of best practices through actual adoption of new skills on-the-job to measurable performance that truly impacts the business.

Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts across many areas.

How Far Do You Want

To Move the Needle?

- *Our **Sales** clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.*
- *Our **Customer Loyalty** clients confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.*
- *Our **Leadership and Management** clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.*
- *Our **Project Management** clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.*

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.

For more information, please visit us:

- Assess Skills
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- Satisfy Customers
- Build Leaders
- Manage People
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