



POWERPOINT® PRESENTATION LEADER'S GUIDE PREVIEW

(Full leader's guide includes 125 pages)

Leader's Guide includes...

- Tips for **preparing** for and **announcing** the presentation
- **Presenter notes** (scripting/wording) for each slide & tips on how to use them
- **Discussion questions** and prompts for use after your presentation
- Ideas for using SalesTough gear to **support the message**
- Thoughts on **reminding and encouraging** after your presentation
- A complete **observation and review** framework

SAMPLE: Getting started...

SALESTOUGH™

PowerPoint® Presentation Guide

InspireYourPeople.com/SalesTough

Thanks for being SalesTough!

We hope you'll read this guide thoroughly. There's no fluff.

If you skim it, you might miss out on several valuable points that can be used not only with this material but also with many other things you might do. You might think of it as a book of its own that can help you better present, deliver, and reinforce information.

Our hope is that SalesTough™ will **help you inspire** and encourage your people to be more focused, resilient, and results-oriented.

Use the material on its own as a quick stand-alone presentation or let it work alongside any event, program, system, or initiative you may already have in place (e.g. "As we go after our quarterly sales goal, let's remember to be SalesTough..."). It also works wonderfully as a kick-off message or as a way to wrap up anything.

The purpose of the SalesTough™ PowerPoint® presentation is to help you help your people make an authentic connection within themselves and fully understand that it's in **their personal interest** to be SalesTough - to be more valuable to their prospects, customers, and to your organization. This is what will make good things happen for everyone (including themselves).

No Gomos. No D-grunts.

Gomo: a person who goes through the motions

D-grunt: a person who's disgruntled*

* More on this in the Lead Simply™ book included with this material.

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The complete PowerPoint® slide deck (including all title, content, branding, and notes) is included in the purchase price. If it appears to contain less, please call or email us at 804-762-4500.

The material in this guide is organized in a way that gives you ready-made notes. You should have been provided with both a printed version and an electronic version. You can use the notes the way they are or make notes of your own by editing the material in a way that you feel will improve the discussion. If you use the printed version of the guide, you could also fold the pages back along the dotted line that runs vertically in the middle of each page (or cut the pages along that line). If you want smaller note pages, the electronic version of the guide works well for tablets too.

If you have any suggestions for improvement of the material or find any errors, please email us at SalesTough@GiveMore.com or call 804-762-4500.

Pages 2-8 cover...

- Tips on announcing the presentation
- What to do before you present the material
- How to use the presenter notes
- More quick tips

SAMPLE: Presenter notes (scripting) for slides...

Slide 5

SLIDE INTENT: Information sharing

Opening statement: It's about being relentlessly prepared, determined, and resilient in the difficult times and in the good times.

Say: Each of us knows that sales is an extremely challenging profession. It's also one of the most important professions and consequently, can be one of the most rewarding professions there is.

Say: So, how do we rise above the noise and become one of the best?

Say: The variables that contribute to succeeding in sales can be tremendous.

Transition: Consider this...

GO TO THE NEXT SLIDE

**Pages 9-113 include
the presenter notes for
each of the slides in
the PowerPoint®**

Slide 12

SLIDE INTENT: Information sharing and discussion

Opening statement: Your money hours matter to everyone here at the company and equally as important, they matter to you as an individual - and your family, too, frankly.

Say: If you're not making contact, it's very difficult to sell.

Say: And sales are what make everything else possible - salaries, bonuses, commissions, perks, vacations, sick days - everything. It all comes from sales.

Say: So, let's be careful to value each and every one of our money hours because once they're gone, we can't get them back ... ever.

Ask: What are the top 3 or 4 things that distract us during the money hours and what can we do to eliminate or minimize them?

Presenter Note: You should have an example ready that will help get the conversations started, if necessary.

Allow 5 - 10 seconds for participants to respond. It's okay to have a few seconds of silence before getting answers. If you need to use one of your examples to encourage participation, be careful to use only one. The goal here is to get the group involved.

Example: We get requests from accounting asking for expense reports early each morning. Can we come up with a schedule that works for both of us?

Example: Web surfing. I'm addicted to watching the stock market. I need to change my web browser's start page to not include news on the stock market.

Example: I'm checking email constantly between calls. How do others do it?

Presenter Note: Remember to smile and have a pleasant, encouraging appearance while people contribute. Validate their responses.

Example: Nice idea, Nancy.

Example: Bob, that's interesting. What made you think of that?

Say: Good stuff! So let's be sure we implement these ideas as much as we can.

Transition: Another point on valuing our time ... SalesTough principle number two...

GO TO THE NEXT SLIDE

SAMPLE: Discussion tips and questions...

Tips for discussion questions

1. Please don't use every question. They're provided to give you different ways and thoughts to approaching the material depending on your group and objectives.
2. Be enthusiastic and encouraging (smiling, nodding, affirming).
3. Remember to involve as many people as possible in the discussion.
4. Avoid interrupting or finishing people's answers for them.
5. Where possible or where you feel someone may have something more valuable to add, encourage them with a "How do you mean, Bob?" or

"Can you expand on that, Nancy?" or "Sounds like you have more than Bob. What happened next?" Of course, you'll want to use a different name if they're not Bob or Nancy and use names you can use in a meeting.

6. Remember to drop a small gap of silence after people answer - just a beat or two - to let them expand on something and minimize the feeling

Pages 114-119 include...

- Discussion tips
- Discussion questions and prompts (31 total)

6. If you intend to hand out SalesTough books to your participants as further encouragement and reinforcement, we recommend giving them to attendees after the presentation or event rather than prior to your presentation. This will help participants fully focus on the presentation and discussion and avoid the temptation to skim through or read the book during the meeting.

Pages 119-125 cover...

- Ideas for support material
- Thoughts on reminding and encouraging
- Plus a complete observation and review framework to evaluate how well the message is sticking

Discussion questions

You can use these questions at the end of the presentation (you'll be prompted in the Presenter Notes to do this) or perhaps in follow-up discussions in the future.

On the message overall...

- Who would like to share their thoughts on the SalesTough {{message, philosophy, concept, fundamentals}}?
- Who can share what most connected with them from the SalesTough points? Why?
- Who can sum up for us what being SalesTough is really about?
- How do you see the SalesTough {{idea, concept, philosophy, fundamentals}} fitting in here?
- Do you think our {{prospects, customers, other departments, clients}} would describe us as people who are {{SalesTough, results-focused, prepared and service-oriented}}? Why? Why not? What could we do to support that? What could we do to improve that?

Thanks for previewing the SalesTough PowerPoint® Leader's Guide

(If you have any questions, please call us at 804-762-4500)



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