



# Sales Presentations For Dummies

*Julie M. Hansen*

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**Are your sales presentations stuck in the 20<sup>th</sup> century?**

*Sales Presentations For Dummies* rises to the challenge of guiding you through the process of engaging and persuading busy buyers in a world that's constantly bombarding them with sales pitches. Motivating today's buyers to pull the trigger on a new deal requires a certain set of skills, and this straightforward text guides you through what you need to know to create and deliver compelling presentations. Pulled from examples and experiences of thousands of actual sales presentations, the information in this innovative resource offers the tools and tips you need to keep your leads engaged from hook to call to action.

Today's business landscape is competitive. When your sales presentation is being compared to countless others, it's important to stand out for all the right reasons. Instead of using dated sales approaches, update your understanding of the art of selling—and create compelling, engaging presentations that hook audience members from the beginning.

- Leverage a proven, blockbuster formula that engages audiences in any industry
- Use the power of storytelling to connect with prospective clients and soften their resistance to your sales pitch
- Understand and apply customer insights to ensure that your solution is top-of-mind in purchasing decisions
- Update your professional skill set to encompass today's most motivating sales tactics

*Sales Presentations For Dummies* brings your sales style into the 21<sup>st</sup> century and connects you with the skills you need to excel in today's complicated business landscape.

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