

Pave the Way for Sales

3-STEP PRESENTATION FORMULA FOR INSURANCE AGENTS

Presenting isn't always easy, but it's a must in sales. You have to master your sales presentation if you want to start converting more Medicare leads. So--what's the key to a great presentation? Think about it in three steps.



Spark Interest



Keep Attention



Leave an Impact

Tell a story

Avoid the sales pitch. Instead, hone in on your audience through a real connection. Relate to them by introducing viable solutions.



Focus on:

- Body language
- Tone of voice
- Creating "the relationship"

Establish trust



Keep pace

- Be clear
- Stay on topic
- Move around



- Don't read off the slides
- Less text, more images
- Easy on the animations

Don't distract

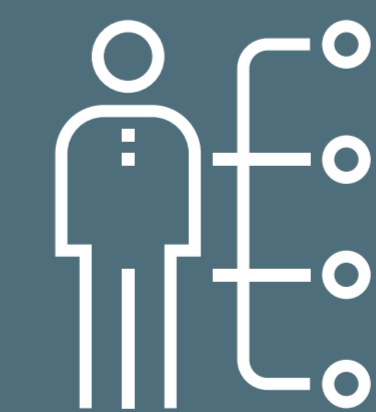
Get interactive

- Do a poll
- Prompt discussions
- Ask open-ended questions



Drive the key points home and let them know how they can use the information to their benefit.

Summarize



Positioning

- Take questions
- List all your contact info
- Close with a memorable statement



Call-to-Action (CTA)

- What's in it for them?
- Why should they choose you?
- What "action" do you want them to take?

