

Technical Sales: Present to inspire, inform and **build trust**

Three simple steps to make your presentations impactful:

Step 1: **Content**

Deliver valuable information that your audience cares about in a crisp, concise and accurate manner.



WHO

Be empathetic

Know your audience extremely well



WHY

Be compelling

Talk about the things they care about



WHAT

Be clear

Be crisp on what you do and your differentiation



HOW

Be informative

Be accurate on how your offering works

Step 2: **Story**

People get emotionally attached to stories they can relate to, and they rely on data to reinforce that attachment.



People

Showcase individuals who are relatable to your audience



Setting

Illustrate environments that are relatable to your audience



Conflict

Identify common conflict areas that your audience cares about



Resolution

Show a solution that works for your target audience and their peers

“You never get a second chance to make a first impression. So make your presentations count.”

- Anonymous

Step 3: Tone

Human energy is contagious. People reject negative energy and are attracted to positive energy.



Authenticity

Be yourself when you engage with prospects



Voice

Speak clearly with enthusiasm



Respect

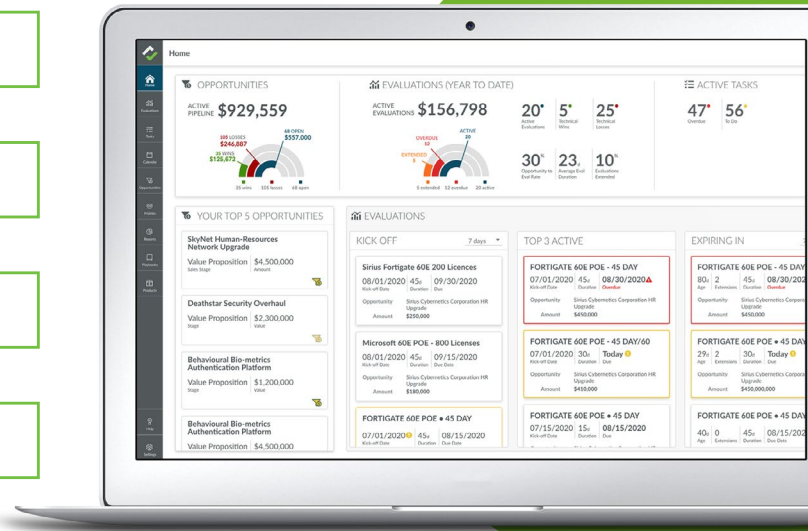
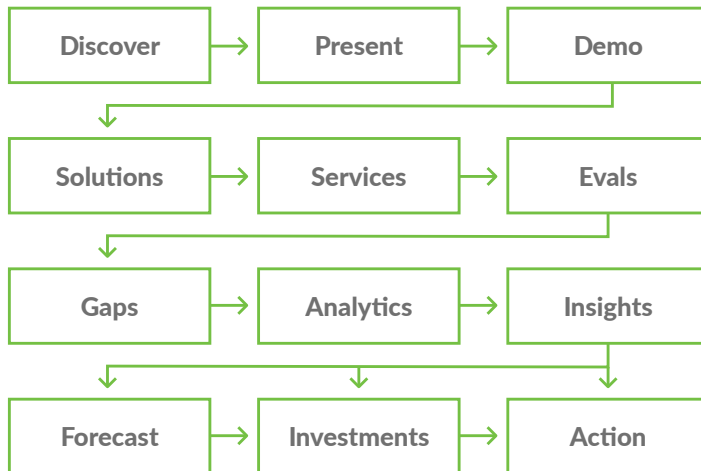
Treat your prospect like you would want to be treated



Empathy

Actively listen to your prospects

Presenting is an early stage of your technical sales process. Make sure you do it well to drive your business forward.



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