

ارایه فروش

محمد مهدی ربانی



۵ ثانیه اول

شرح مشکلات
نظر شما و راه حل های پیشنهادی
روش اجرا
توانایی ها

شروع با مخاطب

مخاطب شما کیست؟

چه دوست دارد؟

چه سنی دارد؟

چه علایقی دارد؟

A man in a dark suit and white shirt is shown from the chest up, looking slightly to his left with a thoughtful or questioning expression. He is in the foreground, and behind him is a blurred crowd of people, suggesting a public event or conference. Several large, faint question marks are overlaid on the image, reinforcing the theme of questioning or uncertainty.

Audience:

“WHY SHOULD I CARE?”

*Profile each **DECISION-MAKER** involved in the approval process, both inside and outside the pitch room*

	MARY	GEORGE	JACOB	ANNA	ALVIN
ROLE:	SALES DIRECTOR	FINANCE MANAGER	HR EXECUTIVE	CEO APAC	MANAGING DIRECTOR
AGE:	45	39	34	42	46
BIGGEST CONCERN:	RESULTS	PRICE	KPI FACTORS	CULTURE FIT	IMPLEMENTATION

THINK:

- 1. What does my information mean to them?*
- 2. Why does it matter to them?*
- 3. How can it influence their decision?*

THEN DISTILL AND TAILOR CONTENT TO THEIR NEEDS.

پیام شما

ارزش پیشنهادی

راه حل ها

پیشنهاد منحصر بفرد فروش

CRAFT A COMPELLING MESSAGE

Tailor your message to your audience, according to their needs and to your goals.

QUANTITY



QUALITY

If you had a gun to your head and HAD to delete content, what would you remove?



Simple. Strip down your message to its core content. Build a compact phrase that would summarize it all.



Concrete. People don't remember vague stuff, be specific.

Short and to the point.

Use research, charts, expert quotes or testimonials to back up your argument.



Credible. Nobody cares about your opinion. Back up your message with evidence that'll make people believe you.



Beneficial. Communicate key features that can help people accomplishing something they want to.

What you will bring them that answers their needs?

پاسخ به سوالات

سوالات رایج

اعتراضات

پیش بینی اشکالات


PREDICT

their questions and....

ANSWER

them before they arise





Write down the
**TOP 3 REASONS YOUR
AUDIENCE WOULD SAY 'NO'**
to what you're proposing,

then make your
**RESPONSE TO THOSE
CONCERNS** *the 3 major
sections of your pitch.*

اسلایدهای کوتاه

نکته وار

ساختاردهی



Make
STRUCTURE
your **STRATEGY**

تصاویر

ويدئو

فونت

گواهی نامه ها



It sets a solid emotional framework for the rational argument you will make next.

FACTS, FIGURES, CASE EXAMPLES

MOTIVATIONS, EMOTIONS, RAPPORT

اگر پاورپوینت ندارید

نخواندن کلمه به کلمه آن



به همراه داشتن فایل

کپی

۲۰ دقیقه

حداکثر

دعوت به عمل

What are the three most important things
YOU WANT YOUR AUDIENCE TO REMEMBER
when they walk out of the room?



الگو برداری

تمرین

آماده سازی

در فروش، آماده سازی یعنی همه چیز

Many people treat the **ACTUAL PITCH** as an afterthought

“LET’S WING IT”

PRESENTATION PREP

1 week/overnight

RELATIONSHIP BUILDING

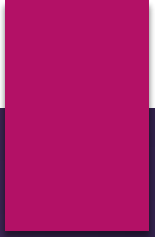
3-6 months

STRATEGIZING

1 month

PROPOSAL

3 weeks



چگونه آموزش را به نتیجه تبدیل
کنیم؟

یک پاورپوینت درباره محصول
خود آماده نمایید

*You can have the best product or plan
but if you can't communicate it well,*

**YOU WON'T
MAKE THE SALE**



فراموش نکنید

انتخاب های امروز شما،
آینده شما را می سازند

@MMRABBANI