



The Baron  
Group, Inc.

## Making Effective Finals Presentations

### Overview

Salespeople and sales teams are often required to present their final recommendation to a group of decision makers in a formal setting. Sometimes referred to as a "beauty contest," this critical display of a sales team's preparation and teamwork, their ability to demonstrate a keen understanding of the client's needs, and their ability to present their solution is a defining moment in the sales process. It frequently determines whether business is won or lost.

### **By the conclusion of this course, participants will be able to:**

- Use facilitation skills to position and conduct a presentation
- Present the team's recommendation in the context of a thorough understanding of the client's needs, opportunities, objectives, and concerns
- Organize a presentation so that a client is most likely to hear the specific benefits of the recommendation
- Customize a team's recommendation to each individual decision maker and influencer who is present at a finals presentation
- Utilize team resources in a way that helps achieve a competitive advantage
- Effectively use materials to be supportive rather than distracting to the presentation