

Planning your Presentation

Use this tool to plan out your presentation. *You should word these in your own way.*

Solution to present:

Prospect's Primary Interest:

Prospect's Buying Motives:

Prospect's Needs	Provable fact	Benefit to prospect	Application/Word Picture
1.			
2.			
3.			
4.			

Evidence to back up what you are presenting:

Chose one: Demo, Example, Facts, Exhibits, Analogy, Testimonial or Statistics