m62 Releases Tips on Sales Presentation Message

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Liverpool, UK (RPRN) 01/20/10 — m62 visualcommunications, the global leader in presentation effectiveness, has released a list of tips on preparing content for a sales presentation, comprising advice from experts around the world.

The list of those who have contributed includes sales and marketing experts; public speaking coaches; and PowerPoint design specialists. The list of tips is to be part of a series, offering advice to presenters on content, process, structure, design and delivery.

The advice given recommends that presenters should focus a presentation on the prospect rather than the presenter; ensure that each presentation has a clear, focused message; and make a presentation memorable, thus leaving the prospect more likely to engage with the pitching company at a later date.

One of the most significant tips revealed is that presenters should sell benefits, not features. Prospects seek solutions to problems, and not products that they do not necessarily need. Presenters should focus their sales presentations on explaining how they could help their prospects overcome difficulties they may have.

Nicholas Oulton, Founder of m62, commented: “There is such a wide range of resources available for presenters online, and we felt that we should share some of the best ones we have found. Our contributors include bloggers, experienced salesmen and voice coaches. We feel that it is important to listen to a variety of advice; different people have different areas of expertise.

“The most important advice on messaging we at m62 recommend a presenter follows is to keep it simple. Too many presenters include several slides in their presentations that consist of all the possible reasons why a prospect would wish to work with them. This method makes it highly unlikely that the audience will remember these, and could even bore them into disengaging entirely.”

m62 has produced almost 10,000 presentations for clients worldwide, including blue-chip brands such as Siemens, Sony and BP. m62’s services range from free downloadable PowerPoint templates and slides, to PowerPoint and presentation training.

For more information about m62 visualcommunications, call +44 (0)151 259 6262 or visit m62.net.

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m62 is the global leader in presentation effectiveness, from offices in the UK, USA, and Singapore. PowerPoint design for sales presentations, marketing presentations, training presentations, and investor presentations; PowerPoint training; and presentation skills training.

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