

Red Flag Quadrant 3 – Closing the Deal





12 BIGGEST SALES PRESENTATION MISTAKES

12 Biggest Sales Presentation Mistakes



1. “Winging it”
2. Being too informative versus persuasive
3. Misusing the allotted time
4. Providing inadequate support



12 Biggest Sales Presentation Mistakes



5. Failing to close the sale
 6. Being boring, boring, boring
 7. Relying too much on visual aids
 8. Distracting gestures and body language
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- A decorative graphic in the bottom right corner consisting of several overlapping circles in various colors including teal, orange, purple, and dark blue.

12 Biggest Sales Presentation Mistakes



9. Wearing inappropriate dress

10. Technology or demonstration failures

11. Verbal missteps

12. Failure to create connection with listeners



BEST PRACTICES FOR CLOSING THE DEAL



Best Practices for Closing the Deal



1. Google and social media (person & company)
2. Identify your most persuasive arguments
3. Practice and perfect persuasive key points
4. Customize, customize, customize



A close-up photograph of two people shaking hands over a table. The person on the left is wearing a dark blue or black short-sleeved shirt. The person on the right is wearing a grey sweater. The table in front of them has several documents, a yellow highlighter, and a clear glass. The background is a blurred office or meeting room with wooden paneling and a white wall. The overall lighting is warm and professional.

BEST PRACTICES FOR ENSURING THE DEAL CLOSES

Don't Forget the Most Important Follow Up



Repeat, Don't Forget the Most Important Follow Up



Items to Have on Standby



Agreement



Sample deliverables



Marketing pieces



Examples of client work



**Information sharing
request letter**

