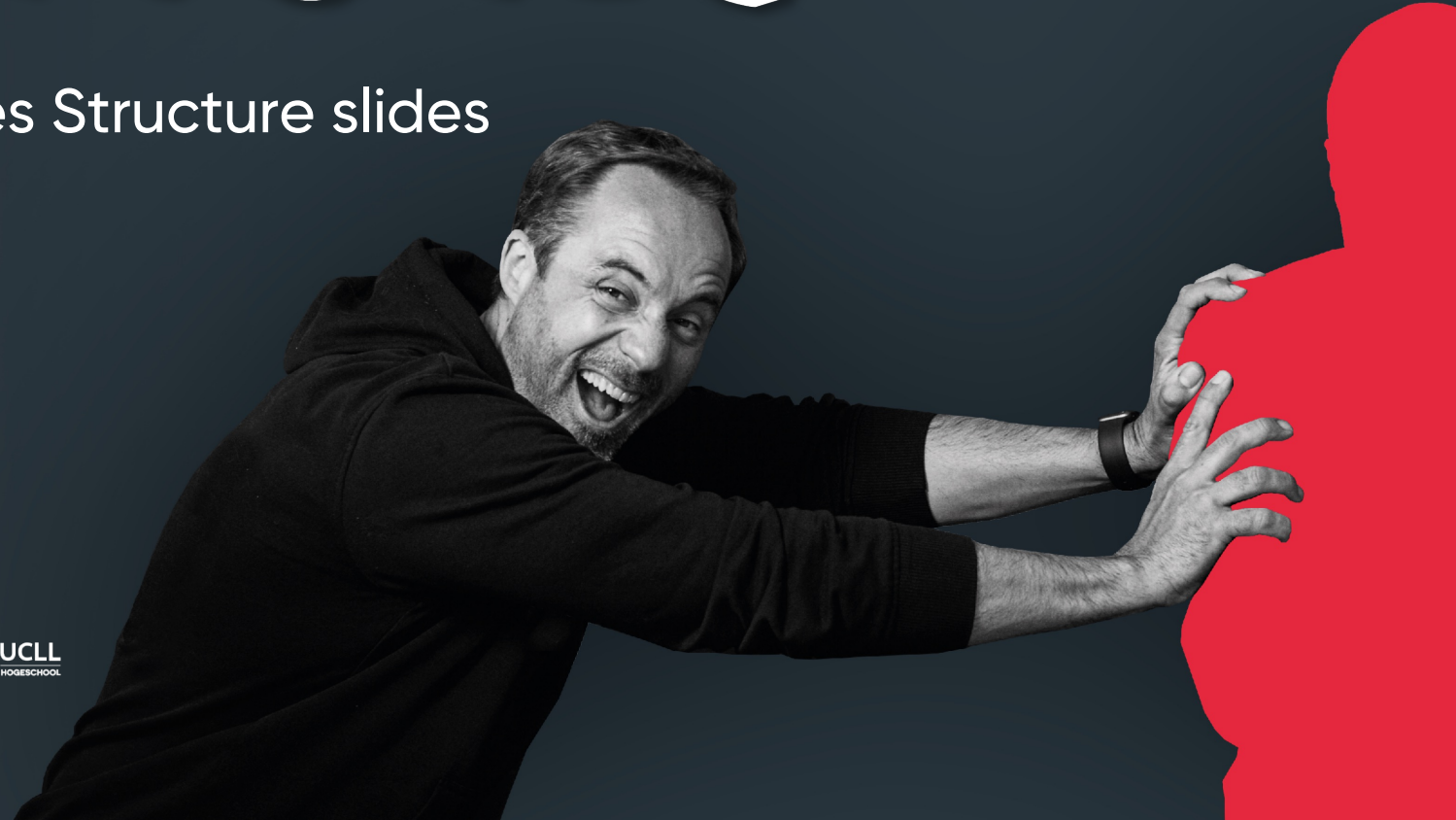


WHY NOW?

The ultimate sales pitch: Sales Structure slides

Michael Humblet
www.michaelhumblet.com



Structure: Bring speed to your sales process

There is 1 thing that every sales pitch/sales storyline misses to be more successful.

I have literally made over 500 sales storylines/sales pitches and almost every single time I miss 1 critical piece of information to sell faster.

I have called it: the structural slide

Any sales pitch is geared to create a form of unrest within the prospect so that they will want to act (intrinsically). You can apply whatever sales methodology you want for this. But once you have painted a picture of the world that is imperfect, messy and complex without your solution you'll need to guide them (and not confuse them even more)

Most sales just keep rambling on about how their solution can fix this created problem but if you do that too long (or explain many features) you make your solution too complex. You need to explain how you will solve this in a few steps thus adding structure.

 **The next slides contain real life use cases and examples of structure slides**

 **All these examples come out of my latest book**





Structure: Positioning of your value

Before your solution the world is messy and complex



TRADITIONEEL CIRCUIT

FABRIKANT
AGENT
INVOERDER
VERTEGEN-
WOORDIGER
GROOTHANDEL
VERTEGEN-
WOORDIGER
WINKEL
KLANT

TUINMEUBEL CONCEPT

FABRIKANT



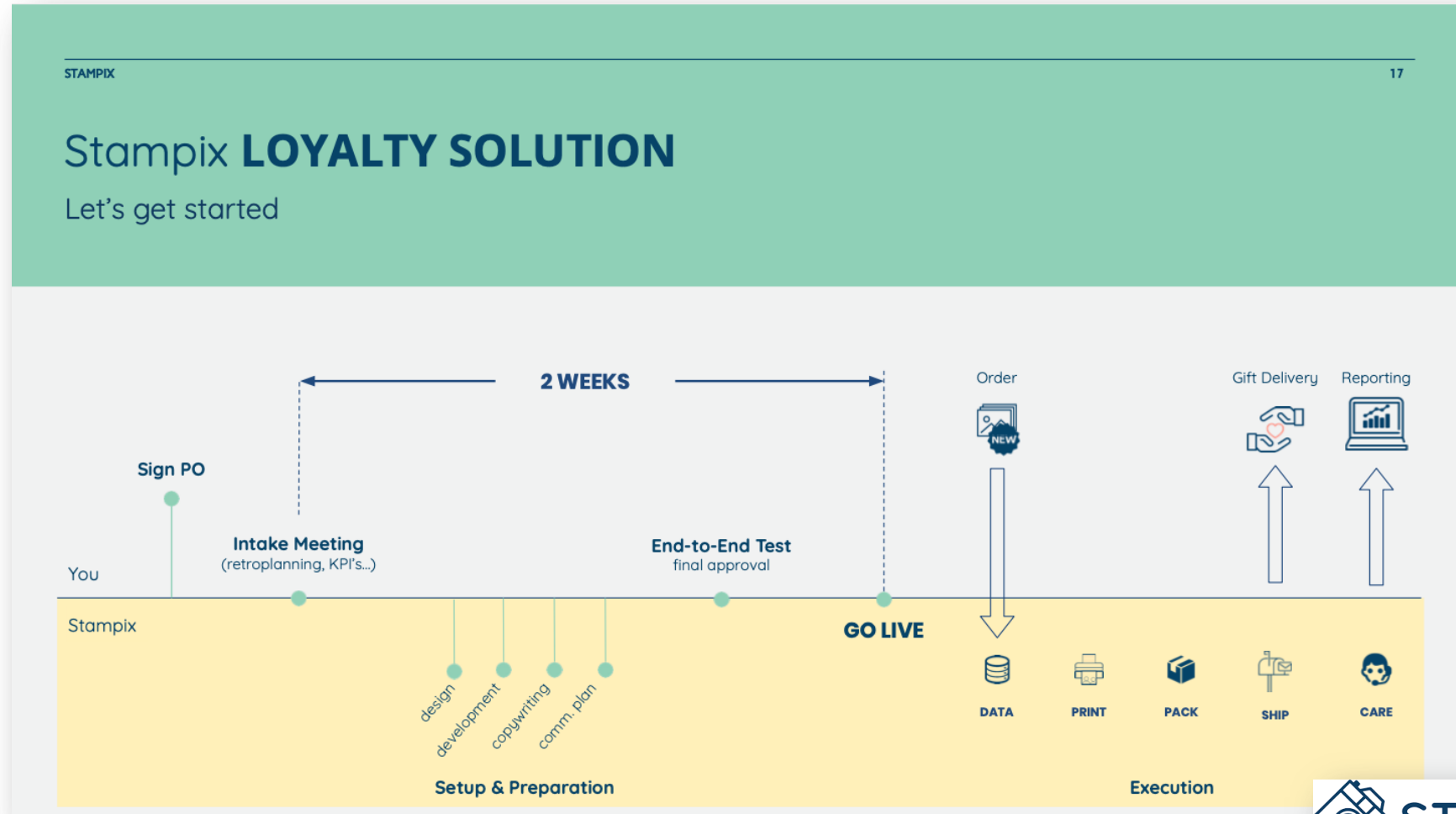
WINKEL
KLANT

Your solution is fast and unburdens



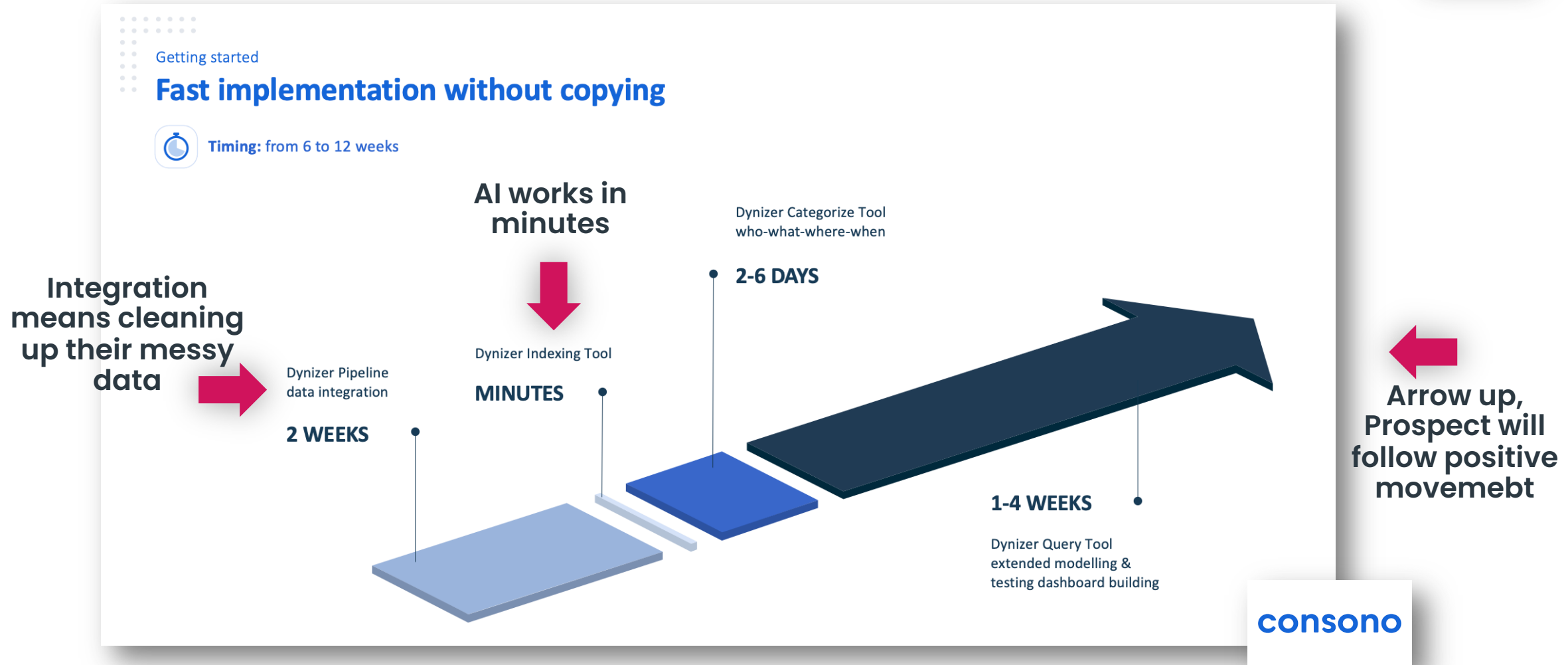
Structure: Stampix example

Original problem: Prospect had no idea how long this would take and delayed sales cycle



Structure: AI - Consono example

Original problem: Prospect did not believe that it AI could solve the problem this fast



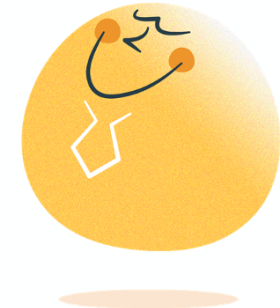
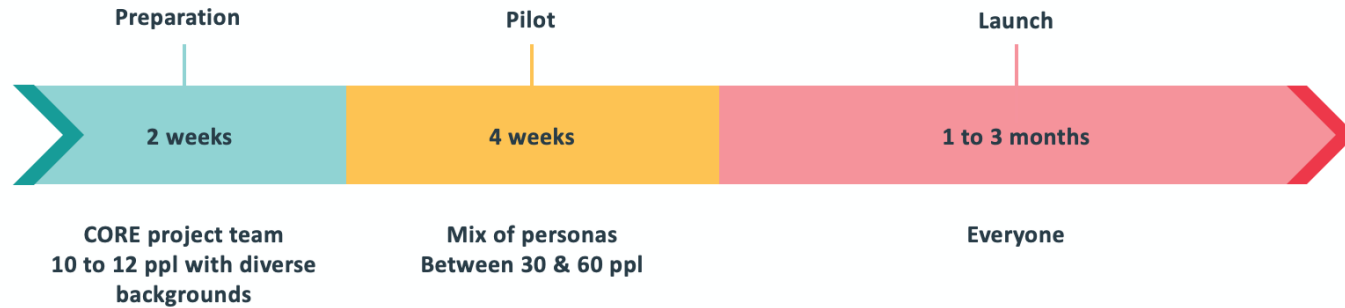
Structure: HR Technology –Huapii example

Original problem: Slow decision cycles due to Prospects fear of implementation



We are your partner for change!

Timeline



Impact



I
M
P
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T

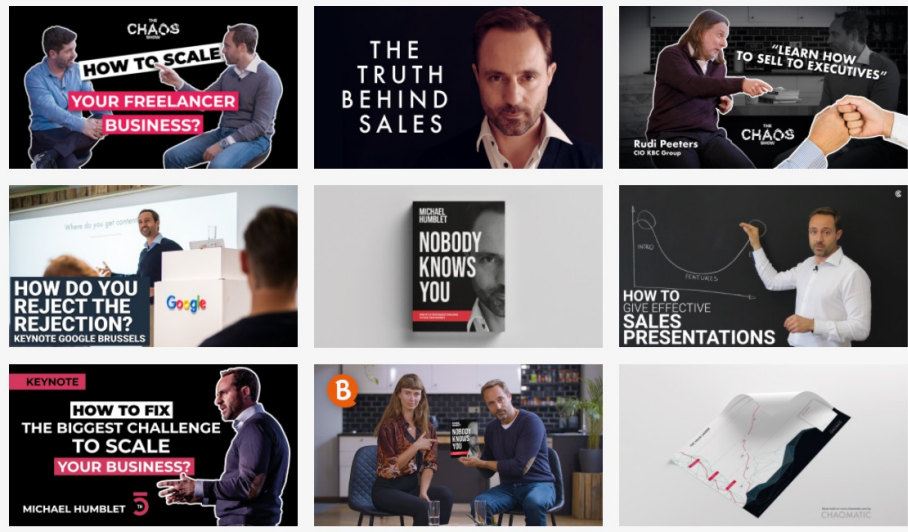
1 month
Direct impact

75%
Viral adoption

6 weeks
Integration



Learn more about SALES!



youtube.com/michaelhumblet



www.michaelhumblet.com

