



This is a sample outline using the RainMaking Presentations template found at www.RainMakingPresentations.com. You can see how each piece of information in the presentation serves a specific function. This brief example illustrates the usefulness of the template. You can easily scale it for longer presentations.

Strategic Goal: To persuade my audience to buy our customer relationship management software.

Key Messages: You should buy our software because of ease of use, integration with other popular programs, and excellent technical support.

Introduction

Attention Getting Material: Did you know that research shows on average, that you must make contact with a prospect 7 times before that person will buy from you?

Just as an example, let's say you got 100 prospects, and I know that's a very low figure for most of you. That means 700 different messages at just the initial stages of the process.

I don't know about you, but I have trouble keeping track of a dozen or so birthdays and anniversary dates.

Benefits to Audience: Wouldn't it be great if you had a personal assistant who could instantly remind you of any important date, tell you within a few seconds the last message you sent to anyone of 10,000 people and communicate on a regular basis with anyone you identified? That's exactly what our new CRM software does!

Reveal Topic / Preview Main Points: I'm going to focus on three reasons using this new software has meant increasing sales.

Body

I. First, you can spend your time on business development instead of on learning software.

- A. Our software is designed to be user friendly, and intuitive.
 - i. It's user friendly because it contains contextual help menus at every step.
 - ii. It's intuitive because it uses easily recognized icons and follows the navigational logic of many popular office programs.
 - iii. That means you don't have to spend time learning a completely new system. You're already familiar with most of the features!

(Transition: Not will you recognize navigation features and icons, you can still use it with many popular programs and office suites)

II. A key goal in designing this software was integration. That means you're not starting from scratch.

- A. One advantage of integration is that you can use existing file formats and export/import them from/to our software.
 - i. You save time because you don't have to rebuild entire databases.
 - ii. You save money because you can keep using much of the software you already have,

B. A second key advantage is that during the roll-out phase, you won't have compatibility issues with field offices and international offices that are currently using different systems.

(Transition: Frankly, our software is so easy to use, I doubt you'll ever have to contact technical support, but if you do, you'll appreciate how responsive we are.)

III. Our technical support team is fast, effective and speaks your language.

A. Our goal is to resolve all customer queries within 4 hours of receiving them. In fact, our track record is much better. For the past 7 quarters, all customer queries have been resolved in under 90 minutes. Our team under promises and over delivers.

B. The real test is the feedback we get from customers just like you. In our last 5 quarterly surveys, the technical support team received an overall approval rating of 96%. We're proud of that, but we keep striving to do better.

C. One of the things that makes us different is our commitment to communicate with customers in a language they understand. Each member of our customer support team is required to take 16 hours of training in translating technical information for non-technical customers. You can tell it really sets us apart.

Conclusion

Reinforce the Key Messages: I've shown you how easy this software is to use, how it plays well with others and that if you ever call tech support, it's a call you can actually look forward to.

Provide Psychological Closure: The question really boils down to this: Would you rather spend your time organizing mounds of information or making sales? If the answer is making sales, this is definitely the software for you.

Behavioral Roadmap: I'd be happy to set you up with a complimentary trial. Your information packet contains a coupon for a free 30-day trial. Just provide your contact information and leave it with me. We'll schedule an appointment at your convenience.