

# Sales Booster Kit

## Implementation Notes

Notes to help you get the best from the combined downloads making up the Sales Booster Kit

Benchmark your existing presentations and discover some DIY techniques for improving them

The Sales Booster Kit comprises:

- [These Implementation Notes \[read first\]](#)
- [A Presentation Benchmark tool to share with colleagues](#)
- [The Complex Sales Simplified guide](#)

## Using the Sales Booster Kit efficiently

*“The very best and most persuasive presentations all have at their heart the same 3C’s: comprehension, craftsmanship and creativity.”*

– Chris Davidson

These Implementation Notes will help you get the most from your Sales Booster Kit. In addition to these notes your kit comprises:

- The Presentation Benchmark tool
- The Complex Sales Simplified guide

Apply the tool and guide in accordance with the following notes. At the end of this document you’ll find a list of additional resources available from the Active Presence website.

### Step 1. Apply the Presentation Benchmark tool

- Email a copy of the tool to each of your colleagues
- Have them complete a copy of the tool for each presentation they commonly use
- The version of the tool supplied as part of this kit has a field allowing the user to enter the presentation name (or some other identifier)
- Collect the scores and examine them for:
  - Wide variations in score  
*Suggesting different approaches to creating presentations and potentially different skill levels*
  - Consistency of answers between different users  
*Suggesting (formal or informal) common practices exist as regards presentation creation*

### Step 2. Use the Complex Sales Simplified guide to focus improvement efforts

This section acts as an index to the guide and suggests ‘quick fixes’ for improving the effectiveness of your presentations.

Tool Question Number	Summary of issue	Page Reference in CSS Guide
1	<b>Objective:</b> <i>Presenters frequently attempt to do too much at once. Less is more.</i>	Page 14
2	<b>Opening:</b> <i>No good performance stutters its way into existence.</i>	Page 10
3	<b>Structure:</b> <i>Good structure helps keep the audience engaged.</i>	Page 9
4	<b>Structure:</b> <i>Good structure helps keep the audience engaged.</i>	Pages 10-11
5	<b>Stories:</b> <i>Linking with audience’s prior experiences is very important.</i>	Page 8
6	<b>Call to action:</b> <i>Having a clear call to action is vital.</i>	Page 12
7	<b>Call to action:</b> <i>Presenters need to be (very) familiar with their material.</i>	Page 12
8	<b>Bullet point lists:</b> <i>Bad idea (in presentations – okay for documents).</i>	Page 13

Tool Question Number	Summary of issue	Page Reference in CSS Guide
9	<b>Graphics:</b> <i>We're all visual creatures – images are important.</i>	Page 7
10	<b>Show &amp; tell:</b> <i>The graphics plus the script make the complete message.</i>	Page 7
11	<b>Integration:</b> <i>The tighter the link between graphics &amp; script, the better.</i>	Page 7
12	<b>Integration:</b> <i>Presenters need to be (very) familiar with their material.</i>	Page 7
13	<b>Key messages:</b> <i>Structure is tightly linked to objective.</i>	Page 9
14	<b>Q&amp;A:</b> <i>Good structure allows for questions.</i>	Page 11
15	<b>Q&amp;A:</b> <i>Final questions addressed in advance of the call to action.</i>	Page 11
16	<b>Branding:</b> <i>Clean, simple graphics work best.</i>	Page 13
17	<b>Images:</b> <i>Clean, simple images work best..</i>	Page 13
18	<b>Testimonials:</b> <i>Stories from similar clients work wonders.</i>	Page 8
19	<b>Numbered slides:</b> <i>Ensure tight integration and uncluttered visuals.</i>	Page 7
20	<b>Handout:</b> <i>Good slides make lousy handouts. (See 'Presentation Handouts' download for details – available from our resources library – see list below)</i>	Pages 7-8

This Sales Booster Kit allows you to benchmark your existing presentations and gives you some ideas as to how you can improve them. At Active Presence we firmly believe:

### **Good sales presentations are a sound business investment**

In addition to this freely available kit, you also have free access to the extensive Active Presence library of Smart Sheets an Expert Guides. They are listed below – please feel free to help yourself.

#### **1: Planning a Presentation**

<https://www.activepresence.com/planning-a-presentation-presentation-planning>

#### **2: What is Your Presentation Sales Message?**

<https://www.activepresence.com/what-is-your-presentation-message>

#### **3: Presentation Preparation Tips**

<https://www.activepresence.com/presentation-preparation-tips>

#### **4: How to Write a Presentation**

<https://www.activepresence.com/how-to-write-a-presentation>

#### **5: Engaging Your Audience**

<https://www.activepresence.com/engaging-your-audience-how-to-create-an-engaging-presentation>

## 6: Presentation Eye Contact

<https://www.activepresence.com/presentation-eye-contact>

## 7: Microphone Presentations

<https://www.activepresence.com/preparing-for-your-microphone-presentation>

## 8: Presentation Handouts

<https://www.activepresence.com/presentation-handouts-presentation-handout-ideas>

## 9: How to Give a Good Presentation

<https://www.activepresence.com/how-to-give-a-good-presentation>

## 10: PowerPoint Presentation Ideas

<https://www.activepresence.com/presentation-design-powerpoint-presentation-ideas>

## 11: PowerPoint 'SmartArt'

<https://www.activepresence.com/presentation-design-powerpoint-smartart>

## 12: How to Speak Well in Public

<https://www.activepresence.com/public-speaking-how-to-speak-well-in-public>

## 13: Breathing Exercises: Presenting

<https://www.activepresence.com/public-speaking-presentation-skills-breathing-exercises-for-presenting>

## 14: Powerful Questions for Facilitators

<https://www.activepresence.com/facilitation-skills-powerful-questions-for-facilitators>

## 15: International English Style Guide

<https://www.activepresence.com/public-speaking-international-english-style-guide>



I hope you've found this kit useful. Please schedule your complimentary 30 minute video conference with me to discuss your results – send me an email:

[chris@activepresence.com](mailto:chris@activepresence.com)

There's also an extensive library of videos available, where you can join me as I walk along the beach near my home and reflect on various communications related business topics.

[www.youtube.com/chrisdavidsonuk](http://www.youtube.com/chrisdavidsonuk)

Published by

Active Presence Limited  
3 Beach Walk  
West Kirby  
Wirral  
CH48 3JJ  
UK

Registered in England: 4588126

VAT No: GB 854 2129 33

EIN: 98-1110476

© C S Davidson, 2017

PowerPoint is a registered trademark of Microsoft Corporation. All rights reserved.  
All other trademarks acknowledged as belonging to their owners.

Version R1

First published in 2017

All rights reserved. No part of this publication may be transmitted in any form or by any means electronic or mechanical, including photocopying, recording, or any storage and retrieval system, without prior permission in writing from the publisher.