

10 Tips for a Successful Company Presentation

A compelling company presentation gives consumers confidence in you and your company. Be sure to focus on how your company and product can meet your consumer's specific needs. A good presentation is also a great opportunity to set yourself apart from your competition, so here are some tips to consider.

1. Make the presentation more about the consumer than about you.
2. Don't spend too much time showing photos of your buildings or vehicles. Instead, talk about what your company and product can do for the consumer.
3. Show how your company conducts business to protect consumers — disclose your workers' compensation and public liability insurance.
4. Be brief. Spend less time talking about your company and more time on how your company can solve the consumer's current need.
5. Use more pictures than words — make an impact with photos of finished projects.
6. Explain the unique benefits of doing business with your company, including quality products and customer service.
7. Highlight any and all warranties. Include specific manufacturer's warranties as well as any others your company may offer.
8. Present proof of satisfaction examples such as testimonials from clients, buyer-satisfaction statistics, and/or third-party endorsements.
9. Build value for your product and separate yourself from the competition. You could use a statement like this with consumers: *"It costs a little bit more to have something like this, but can you see how you would benefit?"*
10. Discuss the peace of mind that comes with selecting a manageable financing solution with Synchrony Bank, which is part of a company with 85 years of retail heritage.

OUTCOMES

Using these 10 tips to sell your company will help you:

- Sell against competition.
- Reduce resistance.
- Expand rapport with consumers.
- Validate a consumer's value system.
- Reduce and eliminate the most common hesitations.