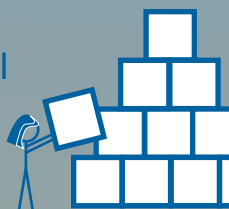


The Conversational Presentation

Four Key Tools

Build a structure

The most effective conversational presentation strikes a balance between planned structure and free-flowing conversation.



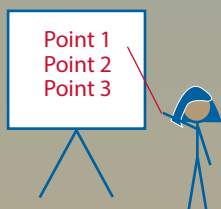
Provide an agenda

An agenda doesn't have to be as formal as PowerPoint® slides or even a sheet of paper; it can be done verbally.



Highlight key points

Make sure you have your customer's attention. Pause... to let your point sink in. Summarize benefits.



Manage questions

A good strategy helps you evaluate questions on the spot and answer or defer questions based on relevance, complexity, and priority.



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