

Zoaring's Sales Presentation Checklist

If you can answer “Yes” to the following questions, you have well prepared for your sales presentation.

- Have you done thorough research of your customer/audience?
- Is your presentation material well-structured and logical?
- Did you make sure that your presentation doesn't contain extensive terminology and complicated processes?
- Are your all statements supported by evidence?
- Will your audience understand your analogies, examples and metaphors?
- If you are using table or graphs, are they understandable rather than confusing?
- Does your material contain text that will take the audience more than a few seconds to read (per slide or frame)?
- Do you use visual materials to support your text?
- Does your presentation persuade rather than lecture?
- Have you rehearsed the presentation so you feel comfortable with presenting it?
- Is your presentation time-efficient?
- Have you prepared yourself to answer the most likely questions?
- Is there a clear call-to-action at the end of the presentation?

Zoaring

We're experts in explaining

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