

## Three biggest mistakes in sales presentations



## Poor or no questions



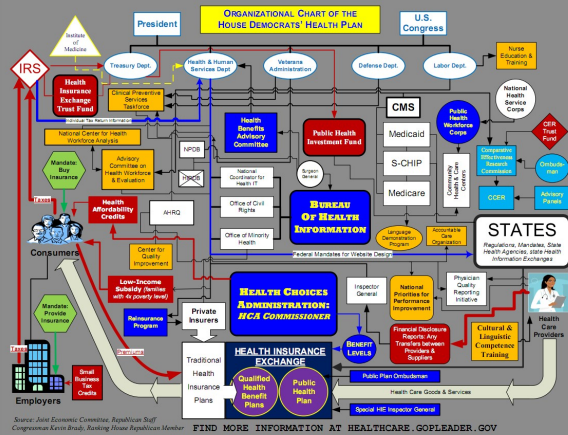
WHAT  
DO YOU  
MEAN  
?



## Ask lots of questions



# Poor visuals



# Visual aids

Few words

Good titles

Look nice

Use slide builds -  
so they can't read ahead

What do we want the other  
person to do?

What our cust

# TESTIMONIAL

Authentic video is so  
that really resonates  
customers—and as a  
we end up getting mc  
conversions, whether that be  
a phone call, an email, or a  
form completion."

Jake Matulewicz  
Director of Marketing, Symmons

