



The Sales Effectiveness Podcast

Carlos Quintero



The Sales Effectiveness Podcast - May 2010

Q2 is well under way!

I hope this note finds you well. The year is unfolding well and we trust your markets are experiencing a piece of the recovery.

The last several months have been particularly active in helping organizations improve how effective their salespeople present in front of their customers. We have found that many organizations believe there is significant opportunity in how their salespeople articulate the value they offer, and they are focusing strongly on developing this skill set.

In this month's podcast, presentations champion Marty Mercer shares with us the importance of Audience Analysis. Analyzing the audience PRIOR to preparing a presentation is an essential step.

I believe you will enjoy Marty's message!

We welcome your feedback!

Carlos Quintero

Audience Analysis

The Audience is at the heart of any successful presentation. The presentation is NOT about you or your company. The presentation is all about the customer. The value the customer will receive, the WIIFM (what is in it for me) for the customer.

Too many sales pros invest significant effort in crafting a message about their product and their company. Sure, that is important, but if you have not done a solid analysis of your audience, you will likely not hit the mark.

Marty Mercer



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Sales Effectiveness for the iPhone!

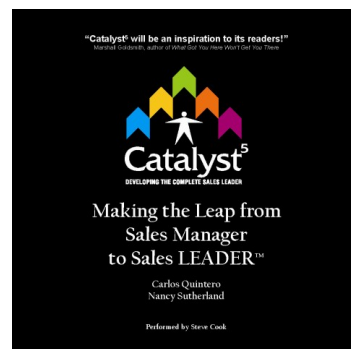
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