

## Consulting case study

### Improve your sales demonstrations

#### Background

A vendor of software to support information management was growing quickly through acquisition. With each deal, they acquired more sales talent, as well as more collateral and messaging.

The salespeople had their preferred ways of running presentations and demos, using the materials they were each most comfortable with. The result was a patchwork of messaging, materials, and less-than-optimal approaches which very quickly became unmanageable for the leaders trying to create a single sales organisation.

Jinfo was brought in to observe a sales presentation and provide analysis and critique of framework, messaging and effectiveness. Jinfo's years of work with the target market for this product made us the ideal sounding board to reflect back to them what messages buyers need to hear and how they need to hear them, in order to take the next step in the sales cycle.

#### Project impact

Jinfo's in-person critique and consultation took place on a Tuesday morning. That afternoon, two members of the sales team were delivering a presentation to a prospect and immediately put into practice some of the recommendations made during the session.

Jinfo's practical comments, revisions and suggestions on presentation decks and collateral had an immediate impact on the ability of the sales team to speak the language of their prospects.

Jinfo enabled the sales director to:

- Define a single framework and approach for the growing team
- Establish a process for creating master decks, accessing and using those decks
- Create continuous improvement by incorporating enhancements from prospect interactions back into master documents.

Get a taste of the value

Send us one sales deck, and we'll give you our top two tips to consider.

Start the conversation »

#### Jinfo Methodology

1. Review all sales collateral
2. In-person meeting to mimic sales presentation/demo
3. Engage in sales presentation, role-playing the customer
4. Initial comments and feedback on structure and messaging
5. Coaching on specific sections of presentation, role-playing as needed
6. Discuss troubleshooting, "what-ifs", salesperson preferences and concerns
7. Discuss with sales director the need for consistency and continuous improvement
8. Follow-up report summarising recommendations
9. Detailed mark-up of sales presentation and collateral
10. Revise report, following client questions and requests
11. Review revised material
12. Provide summary of prioritised recommendations for long-term needs, including master decks, improved graphics, supporting collateral and research.

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