

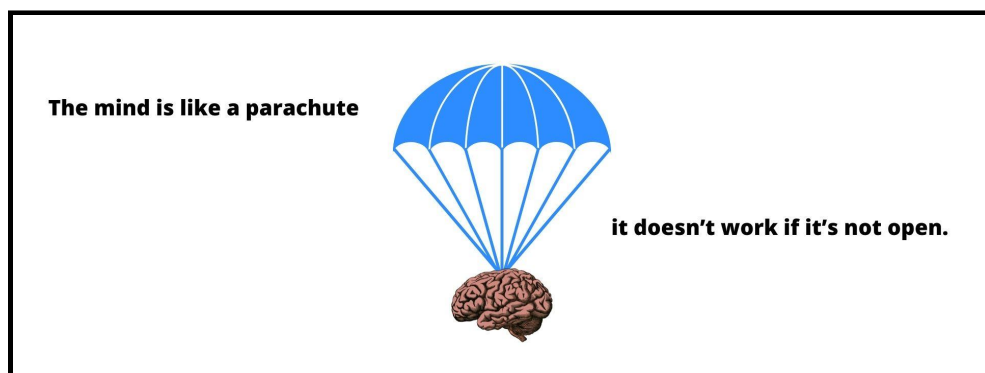


**KREITER
CREATIVES
CONSULTING**



BEFORE: The initial slide was overloaded with images of clients. While this certainly shows the breadth of customers he's worked with, the viewer tends to spend too much time seeking out familiar names and logos.

AFTER: Many of the lesser known names and images were removed, giving the viewer a chance to focus on the familiar brands. The clients removed from the slide can be spoken of in the narrative. A slide with more white space is easier on the eyes and to follow.



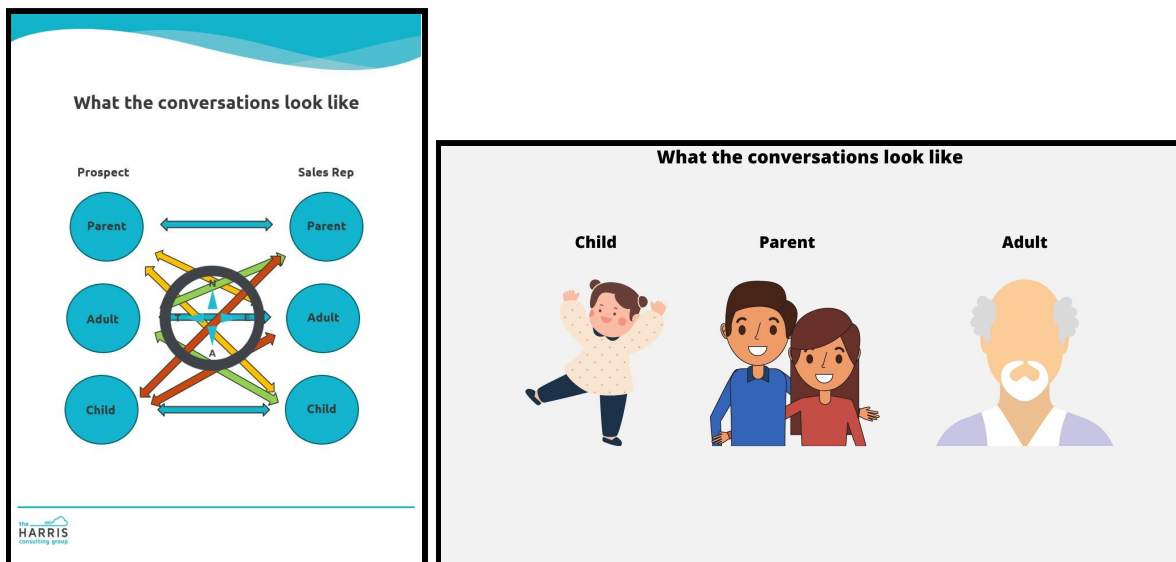
BEFORE: The client made this point only in a verbal narrative.

AFTER: It's such a rich image that complementing the sentiment with a visual would entice the viewer and enhance the point



BEFORE: The slide images were messy and overlapped.

AFTER: Images are neatly organized.



BEFORE: The slide is complicated and oversaturated. The presenter's point can be lost as the viewer attempts to comprehend the image.

AFTER: The clutter is removed and main characters are fixed. The presenter's narrative can guide the listener to focus on each player in their respective moment. The key idea is clear and dissonance removed.



Compare the Journeys

Sellers' Journey

- Find someone
- Generate Interest
- Learn about them
- Needs Analysis
- Presentation/ Proposal
- Value Prop
- Feature/Benefit
- Trial Close
- Close

Buyers' Journey

- Mislead (lie)
- Fake Level of Interest
- Gather information (free)
- Unpaid Consulting (free)
- Promise
- Don't want emotional entanglements
- Want more free information
- Hide
- No return correspondence (email/phone)

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Understanding the Journey

- Sellers' Journey
 - Behavior
 - Desires
 - Needs
- Buyers' Experience
 - Behavior
 - Desires
 - Needs
- Conversational Selling®

Would you eat... Would you eat...
Say! I like green eggs and ham! I do! I like them, Sam-I-am! And I would eat them in a boat, And I would eat them with a goat...

I do not like them, Sam-I-am. I do not like green eggs and ham.

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BEFORE: The slide images are unorganized and overlap. The references to Dr. Seuss fall flat with the overall goal of the presentation.

Understanding The Journey

- Sellers' Journey
- Behavior
- Desires
- Needs
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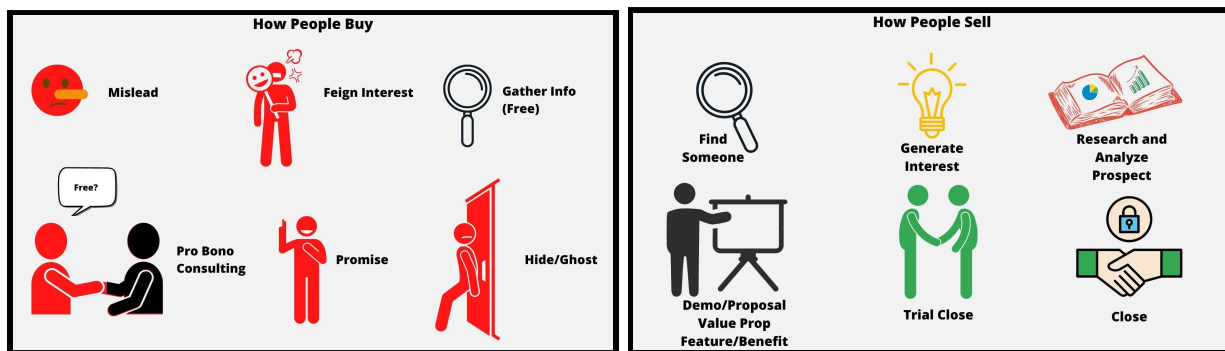
Buyers Experience

Sellers Journey


AFTER: In an effort to declutter and give each point its respective moment, the slide was thinned out of crowded icons and bullet points. A nautical theme was implemented, as this echoed the presenter's consistent "compass" and "at sea" narrative.



BEFORE: For the excited narrative, the slide was flat and use of space could be improved on. Additionally, the titles were misaligned and fonts were non-uniform.




AFTER: Slides are brought to life with colorful characters and scenes. Title fonts and position are uniform.

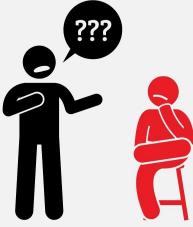
Open and Closed Ended Questions

Best Questions To Ask

	NEED	ECONOMIC IMPACT	ACCESS TO AUTHORITY	TIMELINE
Who?				
What?				
When?				
Where?				
Why?				
How?				
Which?				
Is? / Are?				
Can/ Could?				
Would? / Should?				
Do/ Does?				



The Art of Open & Closed Ended Questions



Who?	Is/ Are?
What?	Would/ Will?
Where?	Could/ Can?
Why?	Should?
When?	Do/ Did?
How?	Was/ Were?
Which?	Have / Has?

BEFORE: The presenter’s narrative suggested there was an “art form” to open-ended questioning. However, the spreadsheet format lacked any creative display of these ideas.

AFTER: In an effort to bring art to the slide, a creative character scene was added to bolster this critical idea.

Crossroads of Anxiety & Fear

Definition:
A gap in where your sales cycle is and where you want it to be.

Having no process means you follow theirs.


Due to:

- Long waits
- Weak prospecting
- Poor Qualification
- Failure to follow up
- Giving away too many free proposals
- Behind on quota

Rooted in FEAR


Recognize It

- Uncomfortable
- Little time to make a decision
- Feels like expecting disaster
- Impostor Syndrome
- You know what to say, you’re afraid to say it
- Simple requests feel like demands
- Prospect is controlling everything
- Prospect is making demands out of order





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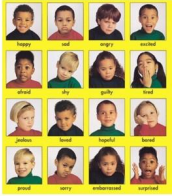


BEFORE: The slide is cluttered with bullet points and text.

AFTER: Text removed and main points highlighted. The remaining critical details would be presented in verbal narrative.




The "F-Bombs" of Sales



**Feelings
Fairness
Fear
Friend Zone**


- Trust is built upon them.
- Decisions are based upon them
- Next steps are confirmed by them.
- Pricing is all about them.
- What "trusting your gut" really means.
- Use Open and Closed ended questions to get to them.




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The "F-Bombs" of Sales




Feelings




Fairness



Fear



Friend Zone



BEFORE: This slide could be thinned out of text.

AFTER: Text removed completed and main points are made with images. Presenter tells stories that correspond with each image and point.