# PROPOSAL PRESENTATION

Once you have understood the customer's needs, you would think it's easy to present your solution. But that has its challenges, too. Our research shows that customer expectations of proposal presentations are very different from what vendors actually deliver.

So, what exactly do customers want?

1. **Short, comprehensible presentations, focused on their needs (no cut-and-paste please)**

2. **The solution to address them**

3. **The benefits they can expect.**
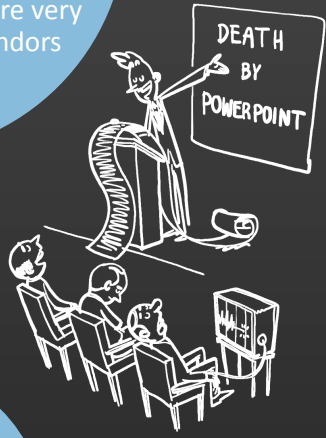
OK, now that you know what to present… **who should present it?**

Customers say, they want to get to know the people who will deliver the solution – the ones who can provide real, useful information and insight from their experience in similar projects, not just people reading slides.

What about the flow of communication during a presentation?
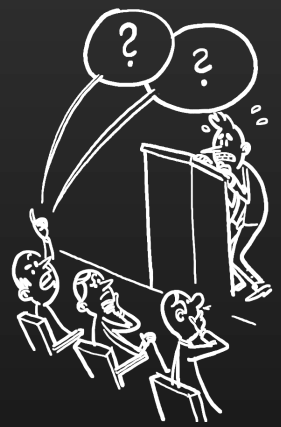
Customers say they feel good about presentations when they are involved. This is doubly important in a web-based presentation when you can't see the audience.

What about objections?
All the methods to handle objections when they come up are useful, but why not try to avoid them in the first place?

In a recent case we heard about a vendor bidding for a global contract they anticipated the prospect's objection to their lack of presence in the competitor's home country. To address this proactively, they lined up two happy customers from that country to dial into the presentation real-time, so the prospect could ask them questions directly. Objection avoided!

Taking our own advice, we will wrap up here. If you want make the most of your presentations, don't take the word "presentation" too literally.