

Presence and the Sales Process Observation – Self

(Use this assessment in conjunction with chapter three of Selling with Presence)

Meeting With: _____ Location: _____ Date: _____

3. Presentation Phase

Traditionally, in the typical sales process, having completed a sufficient exploration or following a discussion provoked by an insight presentation, you now have the opportunity to present a recommendation to the buyer. Presentations can also relate to insights, which mean education of the buyer around a new idea or opportunity they may not have previously considered or be aware of.

Depending on the complexity of the sale, a presentation can range from minutes or hours, to a presentation that evolves as new information surfaces and the buyer provides feedback. This phase includes tasks like:

- *Presenting an insight or making a recommendation*
- *Checking for understanding and seeking reaction/response*

Presence Characteristics, Traits, and Behaviors during the Presentation Phase	Allows you to
<ul style="list-style-type: none"> ➤ congruency of voice, body, and content ➤ authenticity ➤ confidence ➤ passion ➤ expressiveness 	<ul style="list-style-type: none"> ➤ put your best foot forward ➤ inspire ➤ influence ➤ be trusted

Score your coachee on how well you feel he/she did the following:

- | | | | |
|--|--|-----------------------------------|--------------------------------------|
| ➤ Presented with congruency of body, voice and content | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |
| ➤ Showed up as my authentic self | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |
| ➤ Felt and conveyed confidence throughout | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |
| ➤ Conveyed passion | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |
| ➤ Was sufficiently expressiveness | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |

In the space below, capture your observations that conveyed the ‘right’ presence and a couple of presence spoilers. What did you notice about the following? Be specific.

Facial expression

Eye contact

Managed stress and tension

Stillness (no fidgeting or pacing)

Vocal variety (pace, monotone, upspeak)

Body Language (used appropriate gestures)

