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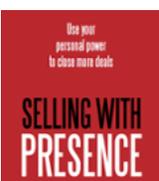- *Presenting an insight or making a recommendation*
- *Checking for understanding and seeking reaction/response*

Presence Characteristics, Traits, and Behaviors during the Presentation Phase	Allows you to
➢ congruency of voice, body, and content ➢ authenticity ➢ confidence ➢ passion ➢ expressiveness	➢ put your best foot forward ➢ inspire ➢ influence ➢ be trusted

Great presence is in the eye of the beholder. However, our internal environment (thoughts, feelings, physiology) create the experience for the other person as well. Deepening your self-awareness is the beginning place for increasing power over your presence. It is useful to become aware of what is working and not working for you on two dimensions: how you represent yourself externally behaviorally, and how you experience your internal environment.

How I showed up externally. Score yourself on how well you did the following:

- ➢ Presented with congruency of body, voice and content ☐Not this time ☐Somewhat ☐ Did it well
- ➢ Showed up as my authentic self ☐Not this time ☐Somewhat ☐ Did it well
- ➢ Conveyed confidence throughout ☐Not this time ☐Somewhat ☐ Did it well
- ➢ Conveyed passion ☐Not this time ☐Somewhat ☐ Did it well
- ➢ Was sufficiently expressiveness ☐Not this time ☐Somewhat ☐ Did it well

Notes - capture some thought and ideas about things you will do the same and/or differently next time

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Things that were happening for me, internally. Notice what was happening in relation to:

- ➢ Breathing was relaxed   ☐Not this time ☐Somewhat ☐ Did it well
- ➢ Inner critic was kept at bay   ☐Not this time ☐Somewhat ☐ Did it well
- ➢ Emotions didn't get in my way   ☐Not this time ☐Somewhat ☐ Did it well

Notes - capture some thought and ideas about things you will do the same and/or differently next time

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