

**Activity Sheet 4-A**

***Building Your Sales Presentation Around the Five Steps***

Identify a selling situation that you will face today (face-to-face, group, e-mail, letter, or telephone) and identify how you would have facilitated that selling cycle prior to this seminar. Then edit that process using today's ideas, to see if you can improve any step. When you have completed the editing process, pair off with a colleague and trade ideas on both of your presentations.

Step One = \_\_\_\_\_:

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Step Two = \_\_\_\_\_:

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Step Three = \_\_\_\_\_:

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Step Four = \_\_\_\_\_:

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Step Five = \_\_\_\_\_:

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What adjustments would you make as a result of what you learned in today's seminar?

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