



Strategic Sales Presentations

Jack Malcolm

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When your big moment comes, will you be ready?

Strategic sales presentations, those given to high level decision makers at the crucial time in the sales process, are the most highly leveraged activities in sales--and those that most sales professionals are least prepared for. Strategic Sales Presentations prepares you for the presentations that could make or break you as an accomplished sales professional. And it will help polish your skills for any presentation that matters. This is a presentation book like no other!

In Strategic Sales Presentations you will improve your ability to:

- Position yourself strategically for success
- Craft presentations that speak the language of senior decision makers
- Deliver engagingly, confidently and professionally

You will see the concepts in action as Jack Malcolm expertly weaves an example of a strategic sales presentation throughout the book. Implement the ideas from this book and you will be able to create a clear, concise, compelling presentation that you will be able to confidently present to executives. This book will take your presentations to a new level!

"This book will transform any salesperson into a strategic salesperson and the more strategic you are, the higher value you sell." -Nancy Duarte, CEO, Duarte, Inc. award winning author of slide:ology and Resonate

"Do you want to learn, step-by-step, how to design, build, and deliver compelling strategic sales presentations that will achieve your objectives with senior executives? This is where you need to start-and finish. It's the most comprehensive, direct, and insightful book on the subject that I've read." -Dave Stein, CEO and Founder, ES Research Group

"After spending countless hours listening to sales presentations during my career, I wish every salesperson had read a copy of Jack Malcolm's Strategic Sales Presentations. From the perspective of a sales decision-maker, had a salesperson utilized the exceptional wealth of experience and how-to practicality offered in this dynamic resource they would have clearly differentiated their sales presentation in every competitive situation." -R. Luke Lively-- Financial Service Industry Consultant, C-Level executive for over 20 years including CEO of three banks, and author of A Questionable Life

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