

# YOU KNOW WHAT YOUR SALES PRESENTATIONS SHOULD BE, SO WHY AREN'T YOU DOING THEM THAT WAY?



While nearly 42 percent of companies believe leading off a sales pitch with an “unconsidered need”—a potential missed opportunity prospects or customers didn’t know they had—would differentiate them from the competition...

**...LESS THAN 14 PERCENT OF COMPANIES ACTUALLY TAKE THIS APPROACH.**



## A SERIOUS CONTRADICTION? YOU BET!

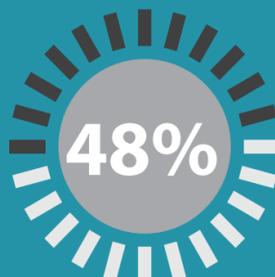
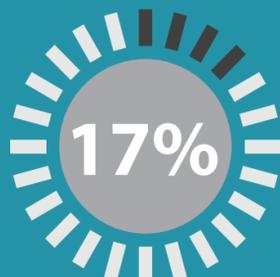
That means **86 percent of companies** are creating pitches that don’t reflect what the largest percentage believe are most effective.



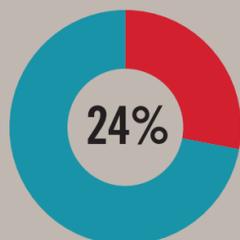
## MEANWHILE...

Only about **17 percent** of respondents believe their pitches are truly different from the competition.

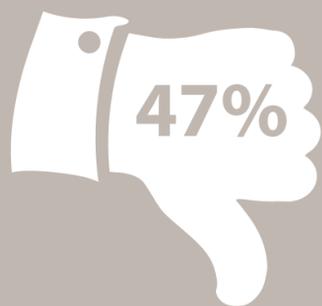
And nearly **48 percent** believe their pitches aren’t focused on the right things, making them a commodity.



A DIFFERENTIATED STORY IS HARD TO COME BY. BUT, IF YOU THINK TACKLING ON VALUE-ADDED SERVICES AT THE END OF YOUR PITCH IS GOING TO MAKE IT HAPPEN, THINK AGAIN.



**Less than 24 percent** of respondents believe responding to the known, identified needs of the customer, then introducing value-added capabilities, is the most unique competitive pitch. (For the record, only 3 percent believe responding just to the known needs will be perceived as different).



Yet, the most common type of pitch—47 percent of companies are using it— involves responding to the known, identified customer needs before introducing value-added services.

## IT'S TIME TO REVERSE THAT TREND.

Research from Corporate Visions, which looked at four types of customer pitches, found that introducing an unconsidered need first in a sales conversation (before you respond to the customer’s identified needs):

Watch a short video to learn more about the research



Increases perceived presentation quality



Boosts perceived uniqueness



Positively influences attitude and choice measures

So what's the best way to influence buying decisions? Tell your prospects something they don't know about a problem they didn't know they had. And to maximize your effect, do it right away!

Research based on survey results from over 450 B2B marketers and sales professionals worldwide.