

# HELPFUL HINTS ABOUT SALES PRESENTATION

# Helpful Hints about Sales Presentation - Content

**Sales is not Design. You may be presenting to investors who are not off-road enthusiasts, and you still want their funding, right? What does this mean?:**

- Reciting design specs are probably only helpful at a top level, an investor is more concerned with how you plan to responsibly use his/her funding to finance a product that will be successful in a particular market.
- What kind of facility will it be built in? Is it up to safety and manufacturing standards? How will you get quality workers and make sure they are paid appropriately? Is that in your financial plan?
- As a Baja team member who has seen many good/bad/sketchy practices in your own shop, what would YOU want someone to present to you that would give you confidence that your funding would be spent wisely and you won't be faced with lawsuits or cost overruns? This is a real-life scenario and there are lots of practices and standards out there that address these exact issues. Some examples are ISO 9000 standards, Lean Six Sigma or ASTM standards.
- Obviously you've designed your car for this race, but how would you package it if you were marketing it to a larger audience? How would you derive those requirements? By comparison to other similar vehicles on the market? Statistics available through industry research? Maybe polling potential customers about what they care about in a product? Think about what options you'd want if you purchased one.
- Are your financial numbers realistic? Not a bad idea to compare to a real-life scenario in industry to check yourself. Make sure the financial portion is clear and answers the question "why are you asking for this much money?" Would you give someone \$2M if you didn't thoroughly understand the spend plan?

# Helpful Hints about Sales Presentation - Presenter

## **Bringing paper copies for the judges may be helpful and here's why:**

- You have no idea whether electronic technology might go down for one reason or another, paper copies are always a solid backup (and this is very true in the real world, shared drives go down, projector bulbs burn out, it's common!)
- Compare it to a class or meeting you've been to – it's nice to make notes on a paper copy instead of writing down all the salient points, right?
- The judges will see a lot of presentations throughout the day and they are human – by the last few, sometimes it's difficult to remember and compare to the initial presentations, so having something to reference can be very helpful and jog the memory.

## **Dressing appropriately can augment a good presentation, but it can't replace one (think sleazy used car salesman – you don't want to seem like one!)**

**Worry less about memorizing punch lines and more about engaging the judges about what is important. Think about what would give you confidence about a product, you probably want a presentation that seems honest and well-thought-out, right? \*Never a bad idea to run your sales presentation by another group who is unfamiliar with Baja – practice with another organization at your school!**