

Customers Remember The Opening And Closing
Statements Of A Presentation More Than The Middle

Customers Will Remember The Closing Comments
Of A Presentation Most Of All

If There Are Opposing Viewpoints
Regarding A Proposed Solution

Ensure That Both Viewpoints
Are Presented

Repetition Will Have A Significant Impact
On What Is Remembered From Your Presentation

Discussing What Is Agreed Upon
Will Lead To Better Retention And Understanding
Than Discussing Differences

When You Are Discussing Differences
Let The Customer Or Competitor Discuss
Their Viewpoints First

The Last Viewpoint Discussed
Will Be The One That Influences The Most

However, If Two Solutions Must Be Proposed
Propose The Most Desirable Solution First

Agreement Is Easier If The Customer Is Made Aware
That Your Desire To Reach Agreement Is Emphasized

It Is Better To Open The Presentation
With Easy To Settle Points Rather
Than Highly Controversial Ones.

Agreement On Controversial Issues
May Be Improved If They Are Tied

To Issues In Which Agreement Can Be Easily Reached

Conclusions should be stated clearly
rather than left to the customer to decide