

**How to Sell  
in the Virtual World**  
with  
**Patricia Fripp - CSP, CPAE**

**SKO** FY 22 **ALL IN**



1

**Best Sales  
Presentations  
Secrets**

A photograph of Patricia Fripp on a stage. She is wearing a purple blazer over a black top and is gesturing with her hands as if speaking. The background features stage lights and a large screen displaying the text "Best Sales Presentations Secrets".

2

### Frapp's 5 Steps to Sales Success



Technical Skills

Product Knowledge

Presentation Skills

Repetition & Reinforcement

Sales Success

3

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**Gayla Steiner**

**Research, detailed information**

**Personalize each meeting**

**Level & volume of information**

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4

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**Gayla Steiner**

**“How to get across a great volume of detailed information, without overwhelming, where it sticks, and use PowerPoint effectively?”**

5

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**Gayla Steiner**

**“How to maximize 15 minutes?”**

**“You don’t need three slides to remind prospects of their problems.”**

6



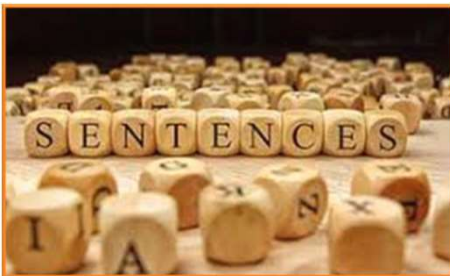


7

## Quality of Your Words



Words = \$10.00



Sentences + \$30.00

8

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Gayla Steiner

“We are at the forefront of technology and we take you with us”

“We transform your entire financial systems”

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9



10

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**Everybody is more interested in themselves**

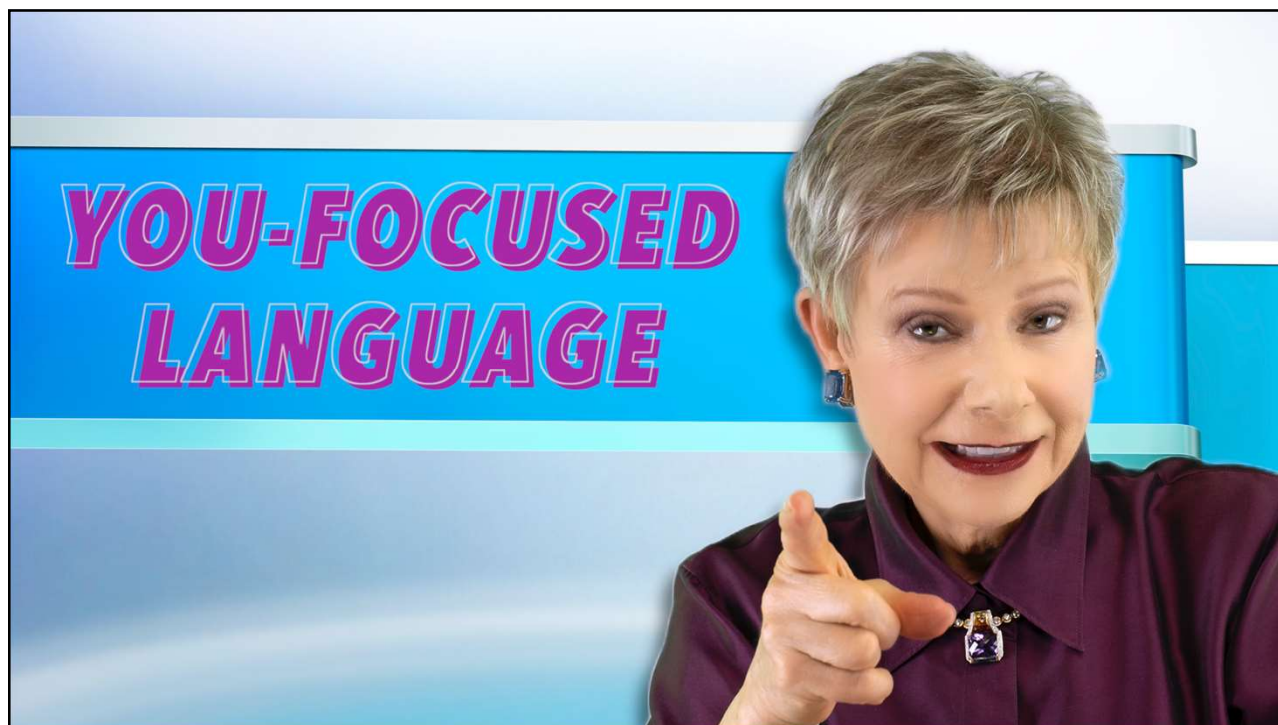
**Logic makes us think**

**Emotion makes us act**

A Forrester Consulting  
Thought Leadership Paper  
Commissioned By Trintech  
September 2020

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11



12

FRIPP **VT**

**Do you find it time consuming...**

**In our last call you mentioned...**

**In your experience how often have you...**

**Would it make sense to you...**



13

FRIPP **VT**

**What you can look forward to hearing...**

**We design these solutions for financial professionals like you...**

**You have the security of knowing...**



14



FRIPP **VT**

It might interest you to know...

Would you agree, for financial professionals like you...

As long as you are a customer...

Leveraging Advanced  
Technology To Succeed  
In A Complex Financial  
Environment

15



16



The background image for slide 17 is a photograph of the Fairmont Hotel San Francisco. The hotel is a grand, multi-story building with classical architectural features like columns and ornate window frames. A large number of international flags are flying from tall poles in front of the hotel, creating a vibrant display of colors. The text is overlaid on the right side of the image.

## Fairmont Hotel San Francisco

In the next eight minutes...

You will decide...

The best decision you can make...

For your association...

And your members...

Is to bring your convention...

To San Francisco and the Fairmont Hotel...

17

The background image for slide 18 is the same photograph of the Fairmont Hotel San Francisco with many international flags flying in front. The text is overlaid on the right side of the image.

## Fairmont Hotel San Francisco

San Diego is a magnificent destination

You should go there another year...

However... the reasons you should come to San Francisco this year are...

Give specifics... (logical)

Rest assured the associates of the Fairmont Hotel will be here to serve you...

Imagine... years from now... (emotional)

18



19

FRIPP **VT**



**Frances Shields**

She helps her customers make decisions, by listening, asking questions, & suggesting.

20





21



22

**Don't celebrate closing a sale.**

**Celebrate opening a relationship.**



Legacy manual processes and complex ERP environments hamper finance teams' abilities to effectively deliver.

23



24





25



26

FRIPP **VT**

**Congratulations...**

**Thank you for the opportunity to discuss how you can ensure consistency & data quality...**

**Thank you to Jonny, Thomas, Thrembani, Francis, Gayla and Tim for their generosity in...**



27

FRIPP **VT**

**I am Patricia Fripp...**

**In my role as your Regional Manager, Key Account Manager, Territory Manager, Sales Executive... in my role**

**My responsibility is to help companies...**



28

FRIPP **VT**

In our last conversation you mentioned...  
Challenges, Opportunities, Interests...  
Structure your conversation around them...  
Does this sound familiar?



29

FRIPP **VT**

Never underestimate the power of verbs.  
Allow you to... Validate your...  
Benefit from... Leverage your...  
Save time and thousands of dollars.



30

FRIPP **VT**

## Close

Again, thank you for the opportunity to...

When you discuss... with your leadership team

Remember... (review benefits) take questions

Our next logical step is...



31

FRIPP **VT**

## Last Words Linger

Remember... “Trintech is at the forefront of technology and we take you with us.”

OR... “Transform your entire financial processes from the record to report.”



32





33



34

**THE STORY  
BEHIND  
THE  
STATISTICS**

35

Add an emotion

“Would it interest you...”

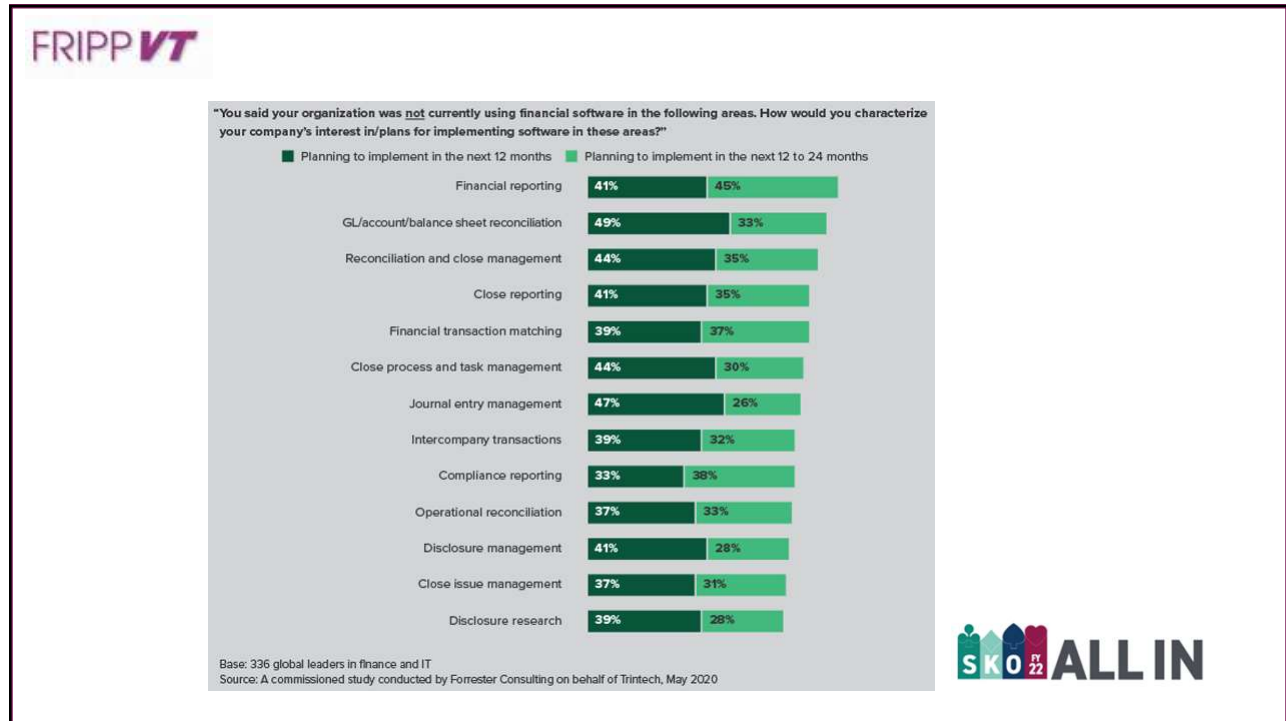
“Surprise...”

“Shock...”

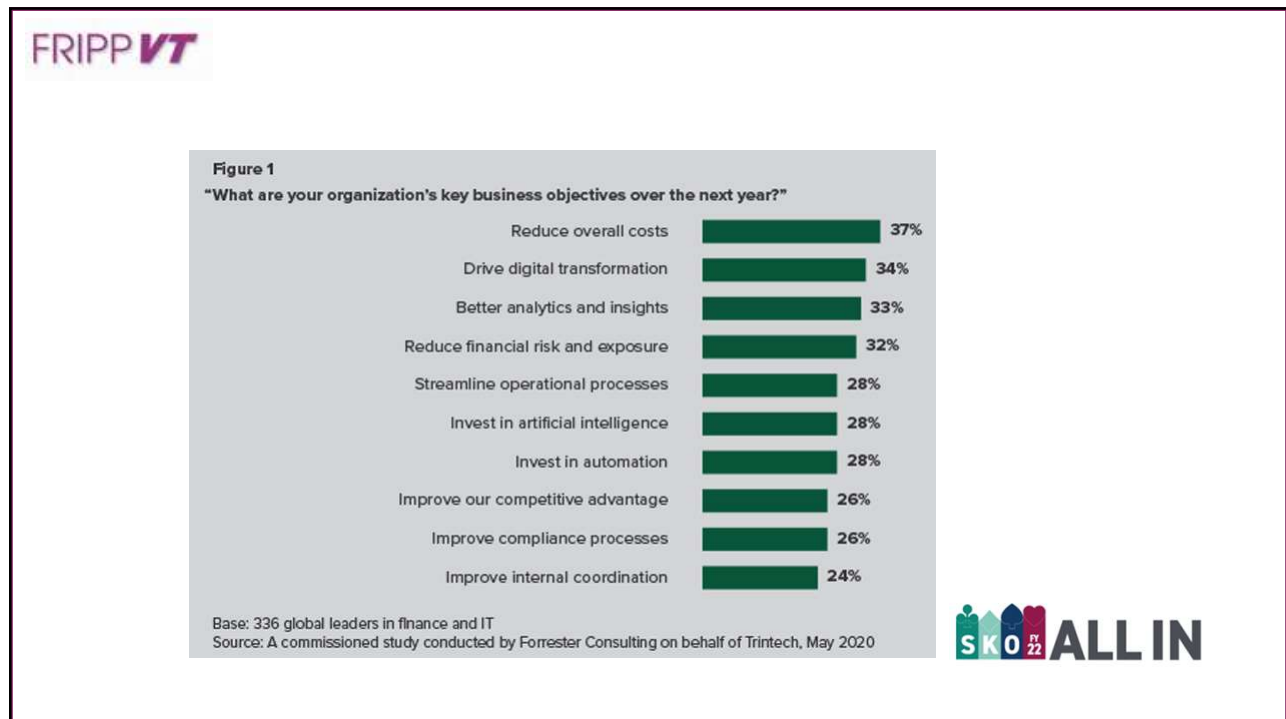


90% of respondents experience challenges with the financial close process.

36



37



38

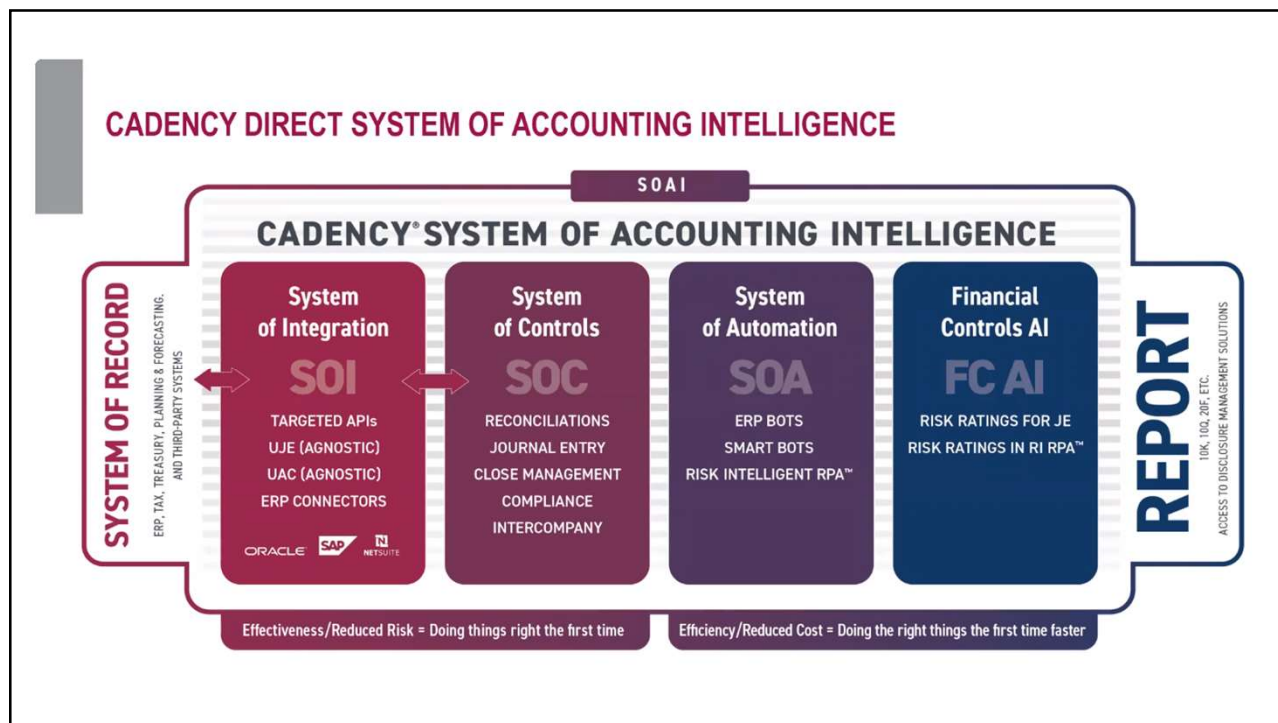
**Be Aware of Cognitive Overload**

**You are more persuasive than PowerPoint**

**Be aware of random acts of Capitalization**

**Visual Aids are Visual... aids**

39



40





41



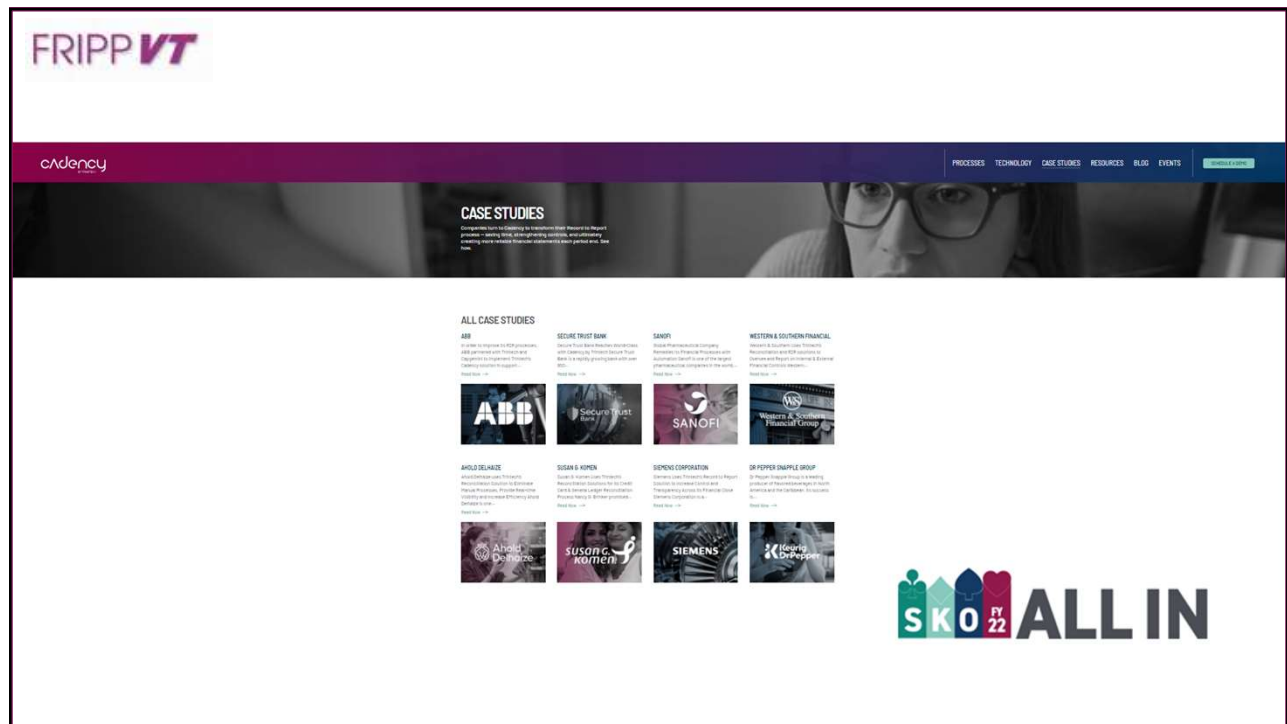
42



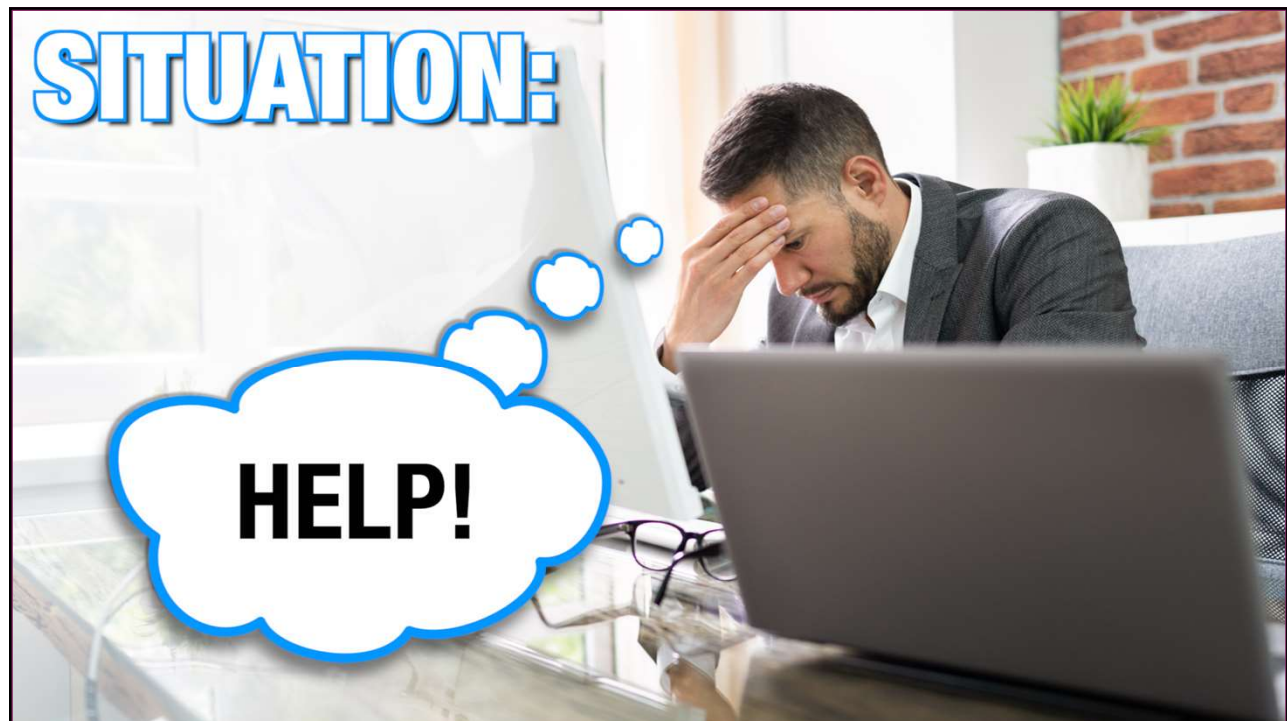
43



44

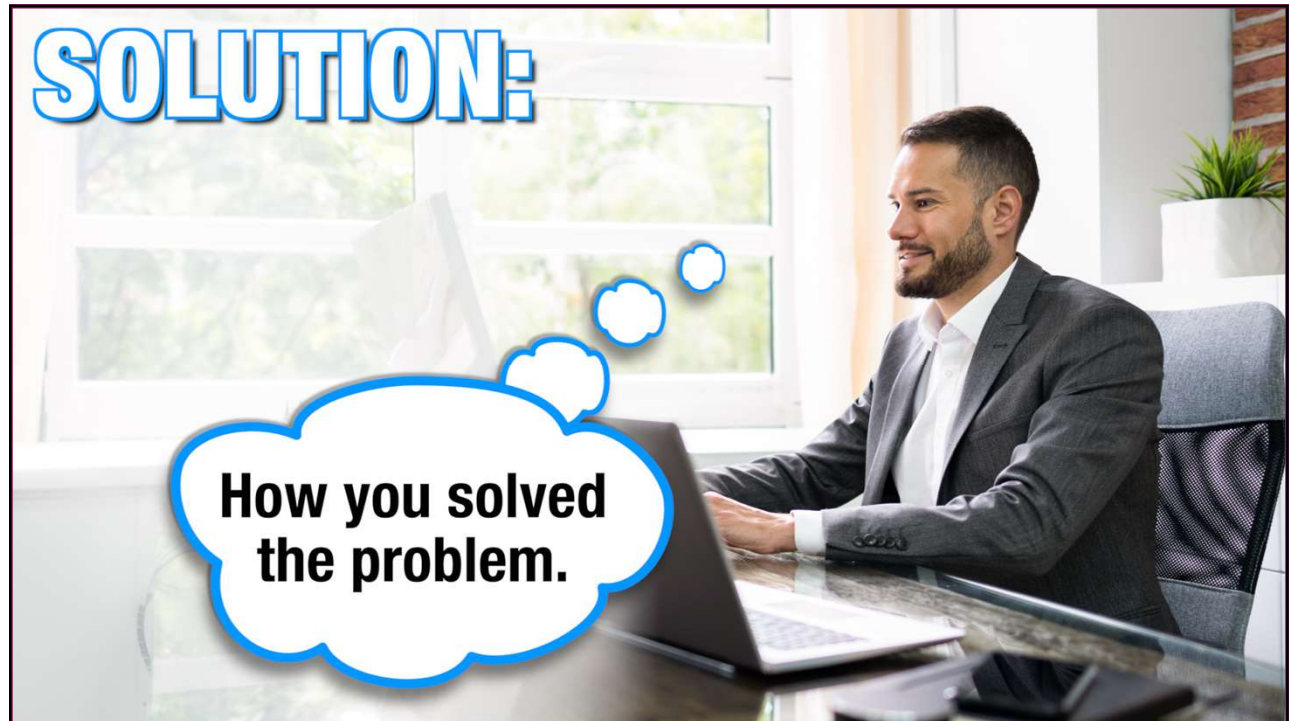


45



46





47



48



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Tim Colleran

Credibility, CPA

10 years pre-sales

Preparation

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49



50



51



52



53



54





55



56





57

[www.fripp.com/handouts](http://www.fripp.com/handouts)

[pfripp@fripp.com](mailto:pfripp@fripp.com)

[www.fripp.com/trintech](http://www.fripp.com/trintech) on Wednesday

58

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**How to Open Your Presentation**

**The Power of a Well-Told Story**

**FrippVT Powerful, Persuasive Presentations**

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59

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60

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30



61



62





63



64