

# A new and different sales approach: Global Sales Decks

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**G**lobal Product Marketing and Global Marketing Communications collaborated to create sales presentations for use by the regional sales people, to help sell OptiCouple, UIMS and Lasers (coming soon, Delta III sales deck).

## Background

Research shows that building your case before introducing the “pain point” can lead to higher conversion rates. Following this proven formula, the sales decks focus on five key elements:

### 1. Name a Big, Relevant Change in the World

Don't kick off a sales presentation by talking about one's product, headquarters locations, clients, or anything about yourself. Instead, name the undeniable shift in the world that creates both (a) big stakes and (b) huge urgency for the prospect.

### 2. Show There'll Be Winners and Losers


All prospects suffer from what economists call “loss aversion.” That is, they tend to avoid a possible loss by sticking to the status quo, rather than risk a possible gain by opting for change. To combat loss aversion, one must demonstrate how the change one cited above will create big winners and big losers. In other words, one has to show both of the following:

1. That adapting to the change cited will likely result in a highly positive future for the prospect; and
2. That not doing so will likely result in an unacceptably negative future for the prospect


### 3. Tease the Promised Land

It's tempting at this point to jump into the details of the product or service. Resist that urge. Instead, first present a “teaser” vision of the happily-ever-after that the product/service will help the prospect achieve—what is referred to as the Promised Land. The Promised Land should be both desirable and difficult for the prospect to achieve without outside help. Otherwise, why does a company or product exist?


**Reduced stone movement is important for efficient laser lithotripsy, and increased treatment efficiency.**




Reduce Stone Movement



Save Time on Procedures



No Expensive Equipment



Efficient Laser Lithotripsy Practice

#3

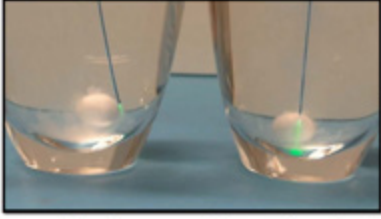
Dornier MedTech

**Reduce Patient Treatment Time**

Laser lithotripsy procedure efficiency is affected by excessive stone movement.

**Standard Mode**

→



**Advanced Mode™**

←

#4

Dornier MedTech

**4. Introduce Features as “Magic Gifts” for Overcoming Obstacles to the Promised Land**

If it’s not clear by now, successful sales decks follow the same narrative structure as epic films and fairy tales. Think of the movie, “*Star Wars*”—the prospect is Luke, and the company Obi Wan, furnishing a lightsaber to help him defeat the Empire. When one introduces the product or service, it should be by positioning its capabilities like the lightsaber—as “magic gifts” for helping the main character (prospect) reach that much-desired Promised Land.

Positioned in the context of transitioning from an “old world” to a “new world,” however, it’s the foundation for an engaging conversation with prospects—technical and otherwise—about why it’s so hard to reach the Promised Land with the usual solutions.

**High Efficiency, Without Paying a Fortune**

Introducing the successor to Europe’s market leading laser for lithotripsy: **The Medilas® H Solvo® 35**.

Solvo 35 is a stone laser that can save you time, at the cost of a low-power laser.

- No need for a high power laser or expensive software upgrades, if you perform only laser lithotripsy
- No need for specific anti-retropulsion fibers

#4

Dornier MedTech

**Time Savings**

*“Clinical study reflects a reduction of the overall operating time by 5 minutes and an increase in laser efficiency by 77% by using Advanced Mode and Fragmenting Mode versus a Standard Mode.”*

-Dr. Strittmatter, Department of Urology, Ludwig-Maximilians-University, Munich, Germany  
*From “Does the Laser Pulse Shape Influence the Treatment Rate of Stones?”*

#4 #5

Dornier MedTech

**5. Present Evidence that One Can Make the Story Come True**

The last piece of the pitch, then, is the best evidence one can offer that can make the story that is being told, come true. By far, the most effective type of evidence is a success story about how one has already helped someone else (who is similar to the prospect) reach the Promised Land. Recommended is a set of customer success stories that sales reps can draw on.

For more information and to read the article: <https://www.konsus.com/blog/best-sales-decks>

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