**Presentation Killers Action Guide**

Why is it important to present your options at a customer’s kitchen table?

What does Kenny say are the five presentation killers?

What are the advantages of going out to your truck to put your option sheet together?

When structuring your presentation, what should you lead with?

What are some specific things you can do in order to relate and connect better with your clients?

Kenny says that “The better you open, the better you close.” How can you improve your opening with a client?

What does Kenny mean by “closing” the sale?

What are the four important pointers that Kenny gives to focus on during your presentation?

**As selling technicians, we *always* have opportunities to strengthen our presentations.**