

# Sales Deck Cheat Sheet

7 Elements to Include in a Winning Deck

A winning sales deck can help you persuade customers and grow your business. But how can you make sure your sales deck holds people's attention and convinces them to purchase?

Use this Sales Deck Cheat Sheet to make sure your sales decks have all the right elements for success.



## Begin with a strong relatable story

Remember, this story should revolve around your customers. Focus on their pain points.

Outline who wins and who loses in this situation. Show the 'why' behind the story.



## Add a sense of urgency



## Show benefits before features

Explain how life will be after your prospects solve this problem. What are the benefits?

That's your product! Introduce it with a bang and let it shine.



## Enter the hero



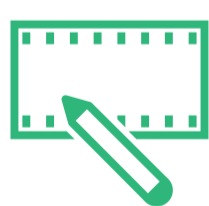
## Introduce the winners

Prove your story with real customer examples. Focus on benefits.

Your sales deck is a visual aid to support a spoken narrative. Replace redundant on-screen text with visuals that support your story.



## Maximize visuals, minimize text



## Cut unnecessary effects

Graphs and charts can help your message, but too much video or animation will just distract from your message.



Using storytelling in sales decks can **increase completion rate by 300%**, and **boost conversion by up to 38%**.



Presentation with visuals aids are **43% more persuasive** than those without.



After a presentation, **63% of attendees remember stories**. Only 5% remember statistics.