

Marketing Your Product or Service

After Your Presentation, How to Create Hand-Out or Leave-Behind Materials That Keep Selling

You've just completed a presentation, and you're confident that the potential customer or client is interested in your product or service. How do you make sure that the positive experience continues

beyond the pitch, all the way to a transaction?

Most presenters, even those who have spent hours and hours preparing their pitches, give little thought to what comes next: What is the best way to make sure that the potential customer has the right message, in the correct format, after the presentation? In business presentations, such materials are often called "leave-behinds" or "hand-outs."

Too often, these materials are after-thoughts. Yet they often can be the most important link in the sales and marketing process.



How effectively the audience can "re-tell" your story to others who must approve a purchase or agree to your proposal will depend on the thought and work that goes into your leave-behind.

Here are some ideas to consider when making leave-behind materials that will keep selling after the presentation:

1. Never hand out your presentation "deck" as a leave-behind or hand-out materials.

Keep in mind that PowerPoint slides (sometimes called "decks") are just one part of a great presentation. The most important part of a presentation is what the presenter says. If you try to cram all of what you want to say on a PowerPoint slide, you will likely have a very boring and tedious presentation.

2. Create an annotated version of your presentation materials, or better, a completely different type of document.

Use the graphics and facts from your presentation to create a document that will help the audience member recall the important parts of your message in a way they can share with others. Such a leave-behind or hand-out can range from a simple Word document all the way to a professionally designed brochure. The important goal is to provide a person the ability to keep what they need to share as close as possible to what you presented.

3. Include sufficient detail, but don't swamp the prospect. Use a format that conveys all the details without being too technical and boring (unless you are in a highly technical field). Materials you leave with potential clients should be a self-contained information packet, but feel free to include graphics from the presentation to tie everything together.

4. Use the proper format and media for your audience. Some people prefer paper print-outs or brochures, while other audiences may prefer a digital format to review on their screen devices. You may even consider using a short series of videos with added detail for the prospect to click through. Your specific type of industry or marketplace will determine what is appropriate for the type of media you create.

Bottom line: It's hard enough to use a PowerPoint presentation effectively with people you're close enough to touch. It's nearly impossible to make those slides present themselves when you're not around, so make sure your leave-behinds help your audience effectively spread your message.

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