

Most sales presentations fail—not because of your offering, but how you present it.

5 proven frameworks to close more deals

Let's fix your sales presentations.



Your product is great, but your presentation isn't converting

Most sales decks focus on features...

...but miss the psychology of buying.



5 Frameworks for Effective Sales Presentations

Each with different focus depending on your audience and sales cycle.



1. Problem-Agitate-Solution (PAS)

Best for: Grabbing attention and driving urgency.

Problem – Highlight a pain point your audience is experiencing.

Agitate – Dig deeper to intensify the pain or risks of inaction.

Solution – Present your product/service as the resolution.

Example: "Manual lead tracking wastes 10+ hours/week. That lost time costs revenue. Our AI-powered CRM automates this so you can close more deals."



2. Situation-Complication-Resolution (SCR)

Best for: Consultative selling or B2B sales with complex issues.

Situation – Outline the current state of the business.

Complication – Show what's preventing growth or success.

Resolution – Present your solution and its business impact.

Example: "Your team is growing. But current tools don't scale. Our platform integrates natively with your stack and scales with your ops."



3. AIDA (Attention-Interest-Desire-Action)

Best for: Direct sales or shorter presentations.

Attention – Hook with a bold stat, question, or visual.

Interest – Tell a compelling story or case study.

Desire – Show benefits, not just features.

Action – Make the call-to-action clear and easy.

Example: "95% of users close more deals in 30 days. Want to see how?"



4. SPIN Selling

Best for: Discovery-led, high-ticket B2B sales.

Situation – Learn about the prospect's current environment.

Problem – Identify challenges.

Implication – Highlight the impact of those problems.

Need-payoff – Show the value of solving them with your product.

Note: This is more of a conversation framework, but works great when integrated into sales decks.



5. Before-After-Bridge (BAB)

Best for: Vision-setting or disruptive solutions.

Before – Show life without your product.

After – Paint a desirable future with it.

Bridge – Explain how your product gets them from before to after.

Example: "Before: Fragmented data. After: Unified insights.
Bridge: Our all-in-one analytics platform."



Bonus Tip: Combine Frameworks





Start with **PAS** to get attention

Use **SCR** for business logic

End with **AIDA** to convert



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