FINGERTEC We Make Things Easy

MASTERING FINGERTEC SALES PRESENTATION

Presentation is a way to persuade your potential clients to be impressed of whatever it is that you are selling. Doing a presentation is not a one-size-fits-all exercise because clients have different expectations, objectives and budgets to begin with. Knowing what to prepare during a presentation would provide your potential client a better understanding of what you are selling and therefore, heighten your chance to close the deal if your offers fit their requirements. This Sales Presentation Guideline is intended to guide you on what you should be doing before, during and after a sales presentation.

Success Approach in Sales

Preparation Before Going to the First Customer Meetings

This can be accomplished over phone calls or emails to get to know in detail the customer requirements before actually meeting them face to face. This preparation enables you to focus on what they are looking for in a new system, their expectations, their budget and their installation environment. Explaining on subjects that your potential buyers are not interested to listen to is a waste of time and effort. Get to know who'll be attending the meeting and prepare accordingly.

Checklist of things you need to do before meeting a client for a presentation:

a. *What kind of system are they looking for? Door access, time attendance or a combination of those?*
b. *What do they want to achieve with this system implementation? Better staff control? Detail records of staff's movements during working hours? Better management of shift?*
c. *What is the budget allocated for the project?*
d. *What kind of reports are they expecting from the software?*

By knowing all these information before hand, you can prepare for the presentation the best way possible:

1. By bringing the suitable models to suggest your clients.
2. By providing the best price for the models they would be interested in.
3. By presenting the part of the software they care about.
4. By preparing the reports they expected in detailed format and better explanation.

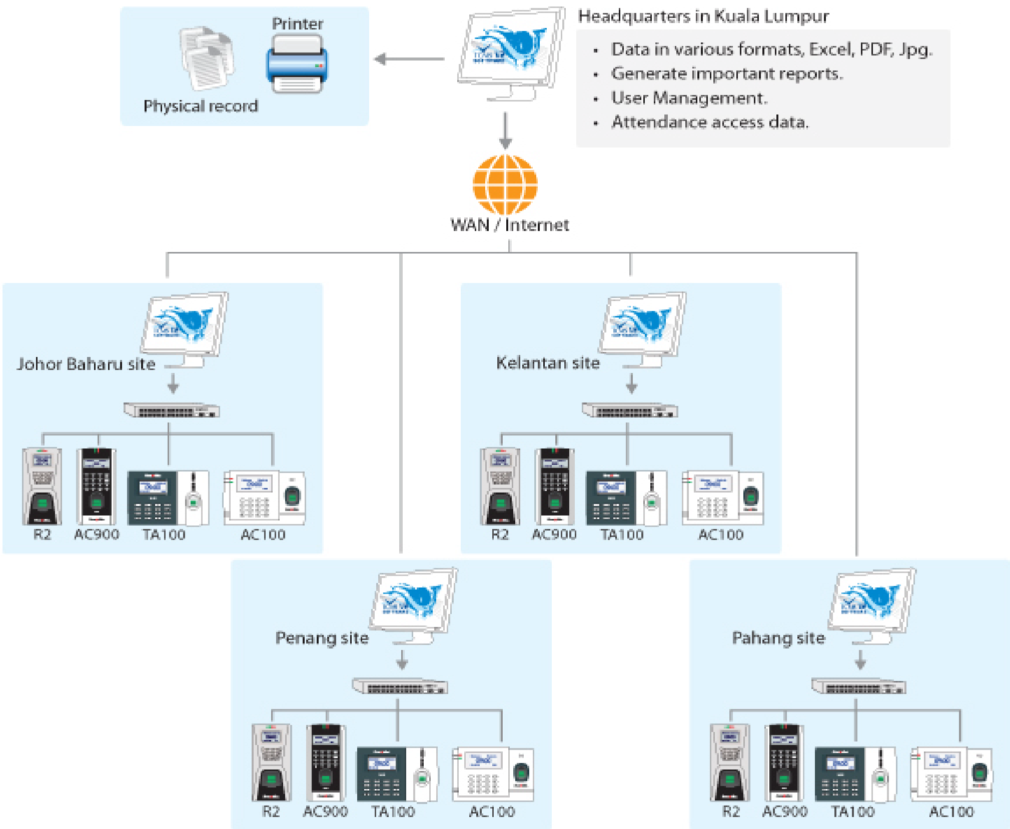
Customer Discussions Before Presentations

Don't jump into your presentation straight away before knowing who actually are present in the room. Unless the time is really tight, please do collect the name cards and know who your audiences are. This fact would make you tailor your presentation to suit to everybody's needs. Strategically point out details that are relevant to the audiences. For example HR people would be interested to know whether the system could be linked to a payroll system. A tackle on that subject is appropriate when a human resource department personnel is around. An IT personnel would be concern on issues such as SDK, data centralization, data backup, etc and Security department might be concerned about other issue. Covering all these areas would make FingerTec system stands out as a comprehensive system that fits all areas of business.

Tailor System Presentation Flow to Fit Your Client

The best presentation for FingerTec product would be a system demonstration. And the best system demonstration is the one tailored to follow the client's business operation workflow in order to gain the biggest resonance. It's not necessary to operate the system at its entirety but audience has to be shown the system User Interface with steps and the historical data to make the demonstration as close to the live operation as possible to provide audience with the most solid impression.

For example, a potential client is looking to deploy 24 units of R2 in 4 different branches in 4 remote locations. A diagram detailing the flow such as the one below would score a plus in this presentation.



System Presentation – Hardware

Seeing is believing and experiencing something new makes people excited and intrigue at the same time. Bring the appropriate sample products during a demonstration; let your audiences feel how easy an enrolment and verification is done at the machine. Enroll fingerprint, card, and password – let them understand the effectiveness and efficiency FingerTec readers could provide their company with. Do not hesitate to let anybody in the audience try if time permits. One successful live demonstration reinforces the product more.

Highlight features that they concern about during discussions and previous communications. Register all these features in your priority list and bring them up during your presentation to answer pending questions.

System Presentation – Software

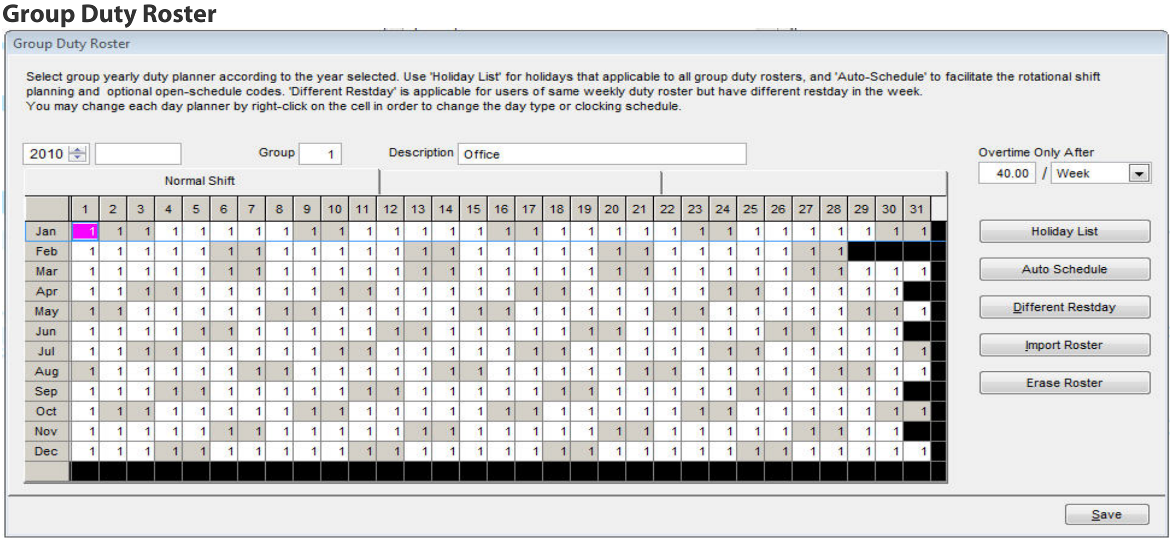
Now that you've showed them how the product physically works, it is now time for you to show how it can be applied in the workplace for time attendance, access control, and HR solutions. The more versatility you demonstrate to your clients, the more impressed they will be to purchase your all-in-one product.

Demonstrate a version of the TCMS that is installed in your PC. It will be helpful to find out the industry your client is in and get straight to the point with the features that you think your client will need most such as work schedules, work codes, types of verification, and so on.

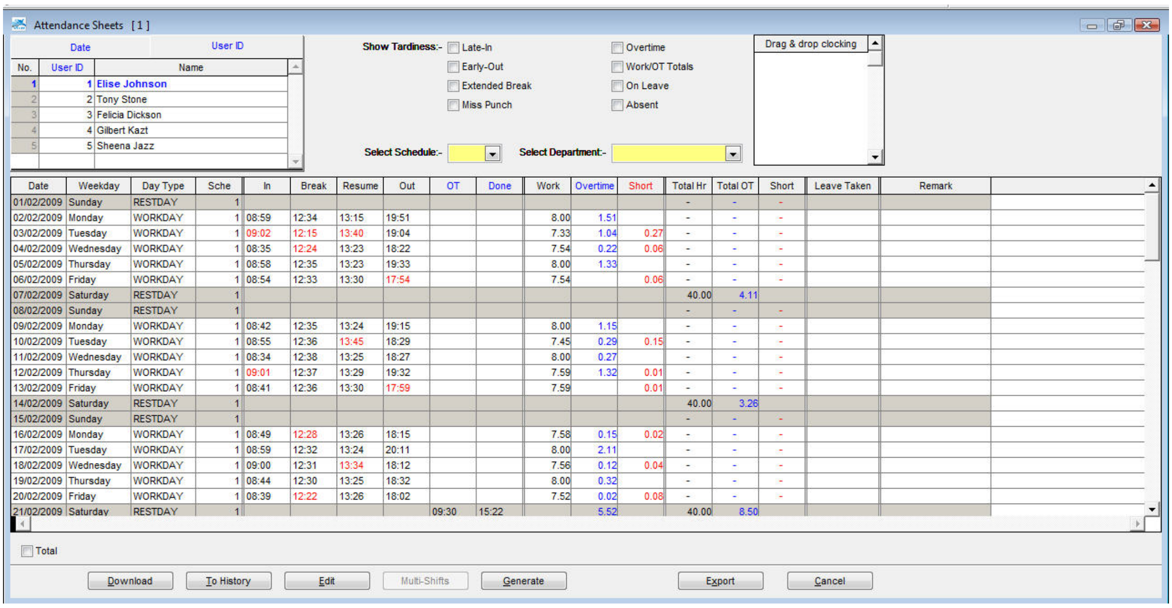
From step 1, you should have established the aspect that your client is interested it most (eg: time attendance, access control, etc). Highlight more on the features that brings out this aspect. Use the below points as a guide on what you should highlight on for different aspects:

Time attendance:

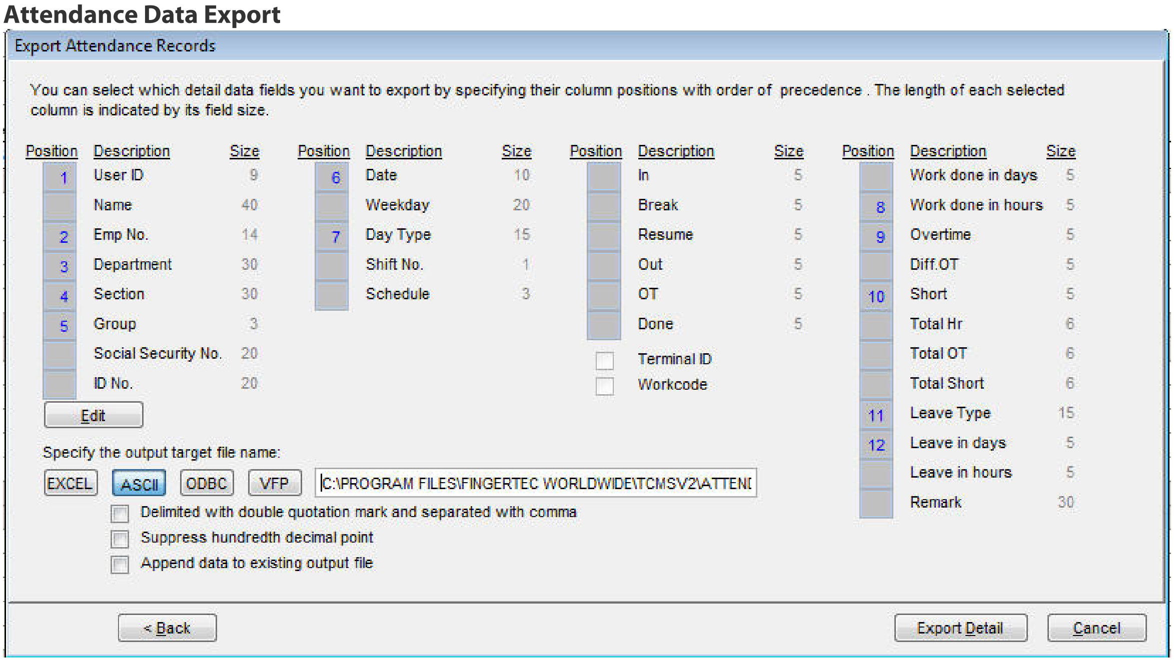
Group Duty Roster



Time Attendance Sheets

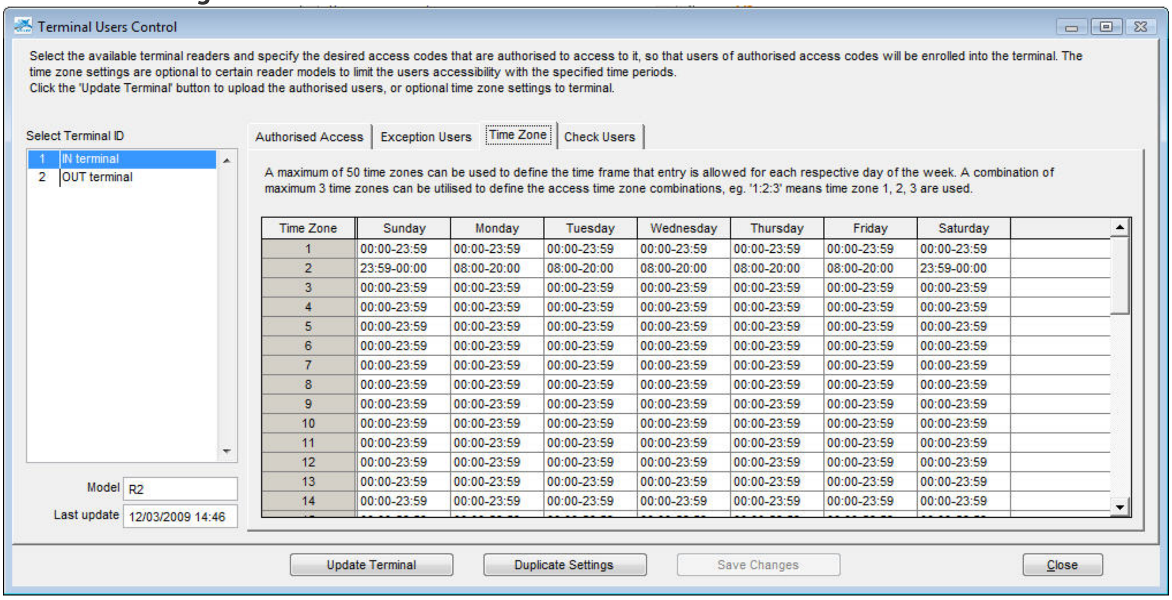


Attendance Data Export



Access control:

Time Zone setting



Terminal Users Control

Select the available terminal readers and specify the desired access codes that are authorised to access to it, so that users of authorised access codes will be enrolled into the terminal. The time zone settings are optional to certain reader models to limit the users accessibility with the specified time periods.
Click the 'Update Terminal' button to upload the authorised users, or optional time zone settings to terminal.

Select Terminal ID
1 IN terminal
2 OUT terminal

Authorised Access | Exception Users | Time Zone | Check Users

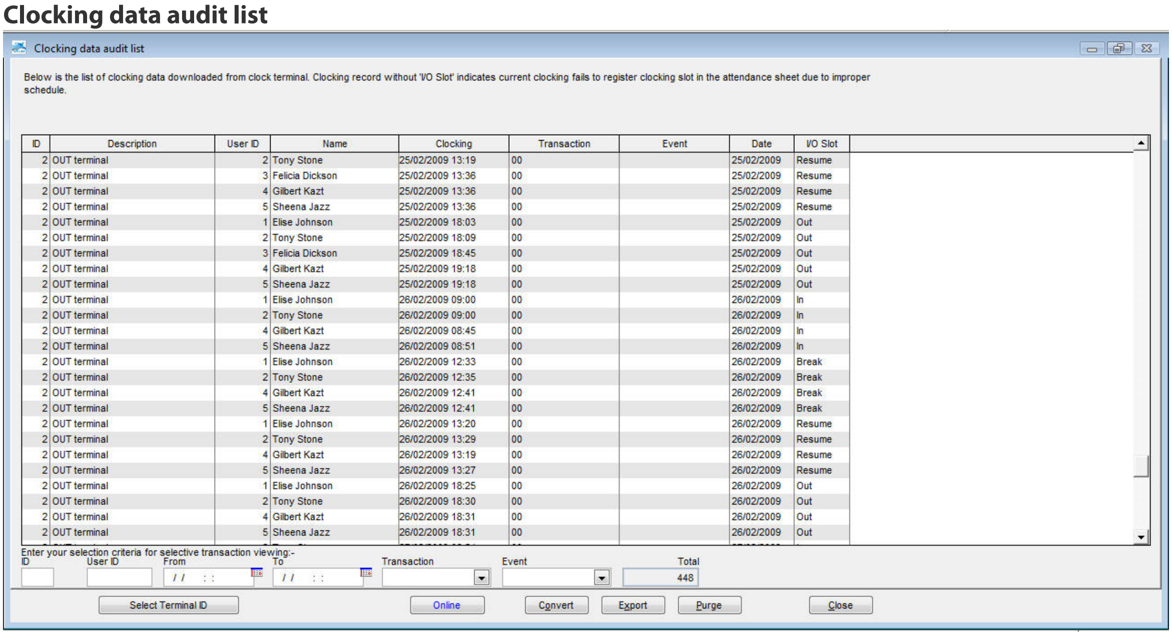
A maximum of 50 time zones can be used to define the time frame that entry is allowed for each respective day of the week. A combination of maximum 3 time zones can be utilised to define the access time zone combinations, eg. '1:2:3' means time zone 1, 2, 3 are used.

Time Zone	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
2	23:59-00:00	08:00-20:00	08:00-20:00	08:00-20:00	08:00-20:00	08:00-20:00	23:59-00:00
3	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
4	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
5	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
6	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
7	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
8	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
9	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
10	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
11	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
12	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
13	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59
14	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59	00:00-23:59

Model R2
Last update 12/03/2009 14:46

Update Terminal | Duplicate Settings | Save Changes | Close

Clocking data audit list



Clocking data audit list

Below is the list of clocking data downloaded from clock terminal. Clocking record without 'I/O Slot' indicates current clocking fails to register clocking slot in the attendance sheet due to improper schedule.

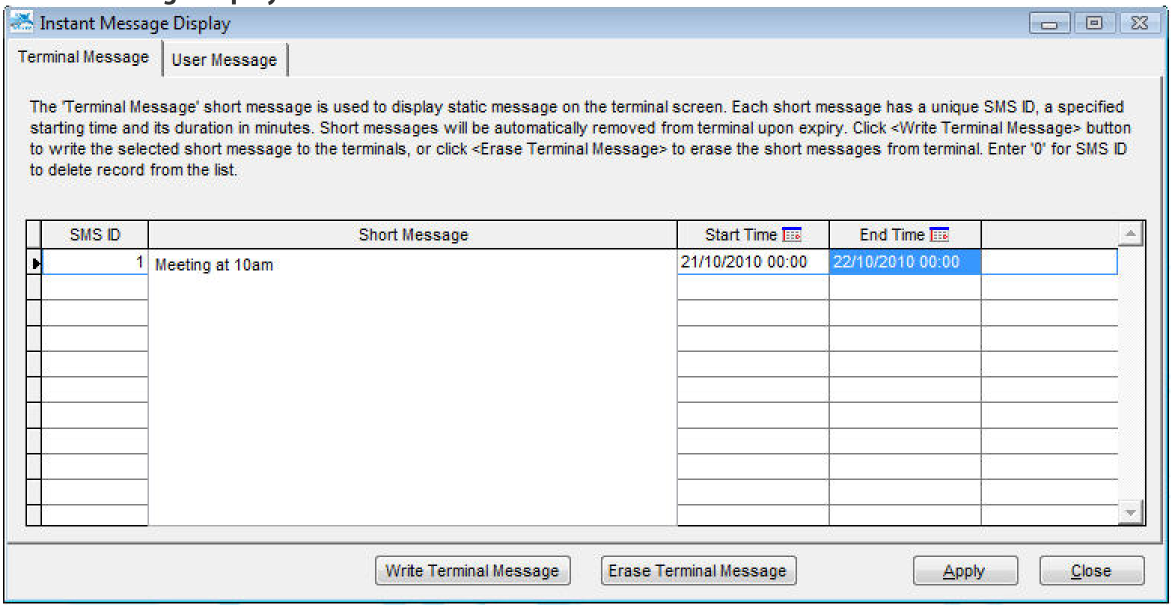
ID	Description	User ID	Name	Clocking	Transaction	Event	Date	I/O Slot
2	OUT terminal	2	Tony Stone	25/02/2009 13:19	00		25/02/2009	Resume
2	OUT terminal	3	Felicia Dickson	25/02/2009 13:36	00		25/02/2009	Resume
2	OUT terminal	4	Gilbert Kazt	25/02/2009 13:36	00		25/02/2009	Resume
2	OUT terminal	5	Sheena Jazz	25/02/2009 13:36	00		25/02/2009	Resume
2	OUT terminal	1	Elise Johnson	25/02/2009 18:03	00		25/02/2009	Out
2	OUT terminal	2	Tony Stone	25/02/2009 18:09	00		25/02/2009	Out
2	OUT terminal	3	Felicia Dickson	25/02/2009 18:45	00		25/02/2009	Out
2	OUT terminal	4	Gilbert Kazt	25/02/2009 19:18	00		25/02/2009	Out
2	OUT terminal	5	Sheena Jazz	25/02/2009 19:18	00		25/02/2009	Out
2	OUT terminal	1	Elise Johnson	26/02/2009 09:00	00		26/02/2009	In
2	OUT terminal	2	Tony Stone	26/02/2009 09:00	00		26/02/2009	In
2	OUT terminal	4	Gilbert Kazt	26/02/2009 08:45	00		26/02/2009	In
2	OUT terminal	5	Sheena Jazz	26/02/2009 08:51	00		26/02/2009	In
2	OUT terminal	1	Elise Johnson	26/02/2009 12:33	00		26/02/2009	Break
2	OUT terminal	2	Tony Stone	26/02/2009 12:35	00		26/02/2009	Break
2	OUT terminal	4	Gilbert Kazt	26/02/2009 12:41	00		26/02/2009	Break
2	OUT terminal	5	Sheena Jazz	26/02/2009 12:41	00		26/02/2009	Break
2	OUT terminal	1	Elise Johnson	26/02/2009 13:20	00		26/02/2009	Resume
2	OUT terminal	2	Tony Stone	26/02/2009 13:29	00		26/02/2009	Resume
2	OUT terminal	4	Gilbert Kazt	26/02/2009 13:19	00		26/02/2009	Resume
2	OUT terminal	5	Sheena Jazz	26/02/2009 13:27	00		26/02/2009	Resume
2	OUT terminal	1	Elise Johnson	26/02/2009 18:25	00		26/02/2009	Out
2	OUT terminal	2	Tony Stone	26/02/2009 18:30	00		26/02/2009	Out
2	OUT terminal	4	Gilbert Kazt	26/02/2009 18:31	00		26/02/2009	Out
2	OUT terminal	5	Sheena Jazz	26/02/2009 18:31	00		26/02/2009	Out

Enter your selection criteria for selective transaction viewing:-
ID | User ID | From | To | Transaction | Event | Total 448

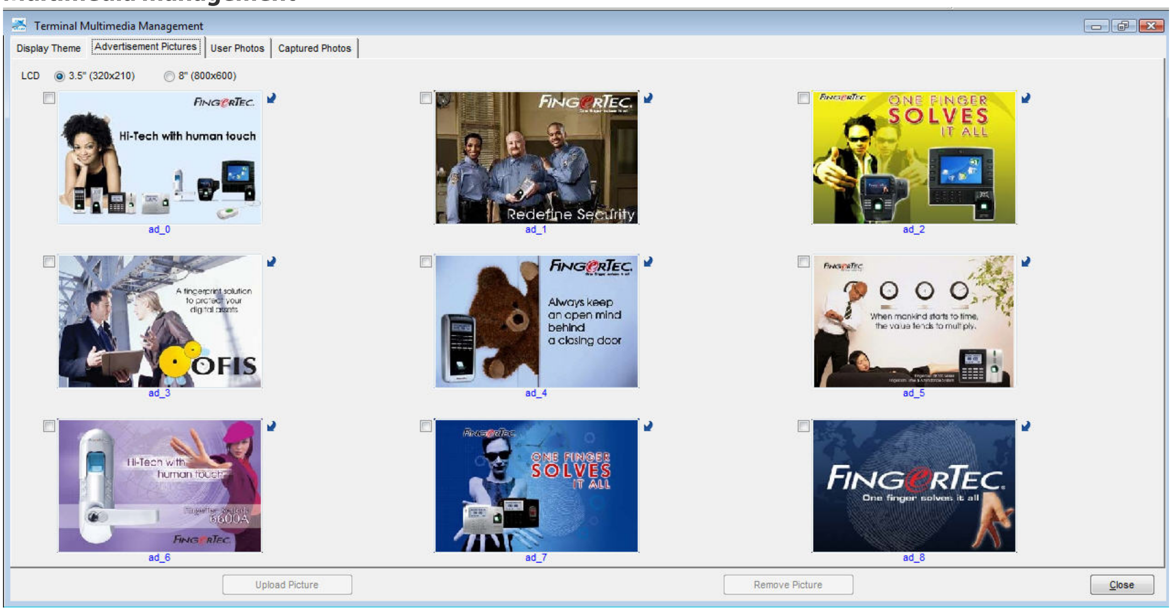
Select Terminal ID | Online | Convert | Export | Purge | Close

Corporate Communication:

Instant message display



Multimedia management



Most importantly, show that your product is customizable to fit the industry and working lifestyle of your client.

Frequently Asked Questions (FAQ)

At this stage of the presentation, you should always follow the boy scouts motto: Be Prepared. Your client will definitely have a lot to ask, and your response could either make or break a deal. The key to avoid the latter is by anticipating your client's questions. Throughout the presentation, you may notice that you client seems unsure or displeased about a feature or aspect of the product. Make a mental note about this and bring it up later if you have to.

When your client faces you with a question, always answer it with full confidence. If you need to collect your thoughts or process the question that has been asked, buy some time by asking the client to elaborate on his/her question. Here are a list of possible FAQs.

1. *Can the product support central data management> How can I do it? Any extra infrastructure is needed?*
2. *Does the product integrate with a payroll system?*
3. *Are the fingerprint images stored as a picture or in other formats?*
4. *How do I install an In/Out reader?*
5. *Can I use FingerTec if my branch office / location does not have a network infrastructure?*
6. *I do not have VPN or fix IP in HQ and branch connections; can I still use FingerTec?*
7. *Does it support multi access of TCMS? Does it support concurrent editing? Will there be an extra license needed?*
8. *Do I need to have a PC for FingerTec operations in a branch office?*
9. *Does it support online monitoring?*

Complete Service Package Together with FingerTec

Not only should you be selling your product, you should be selling your service on the whole. Your clients are humans too. They want to know that you will be there to assist them should anything go wrong along the way. Verbally take them step-by-step into the process of implementing FingerTec solutions. You should keep them well informed on these four matters:

a. *Product installation*
b. *End-User System Training*
c. *Technical support service & Annual maintenance*
b. *Optional Upgrades (eg: Alarms & CCTV service)*

Establish with them who will be performing the above along the way. If you allow them the option of performing the product installation themselves, communicate this to them. You should also give your client the impression (and most certainly live up to it) that you are not merely selling them your product, you are selling them a constant service, which will be value for money to them.

What Else You Need to Focus On

Depending on the product that you are suggesting to your client, you should communicate to your client about all the additional but not compulsory features that the product can offer (eg: availability of product with HID cards). Make sure that you are apt with the all the information possible of the product, and be ready to suggest products which are similar to your initial suggested product. Make sure that you do your homework and that this knowledge is at your fingertips. The last thing a prospective client would want to see is a fumbling and unsure salesperson.

Conclusion

Having said the points above, the rest of the presentation lies in your presentation skills. Confidence is the key. Make sure you have done thorough homework on your product and that you will need minimal reference to papers. Believe in your product and your clients will believe in you. Make sure that you establish eye contact with your clients when addressing them. It also helps to address them by name rather than just by a 'you'. Also, if you are unsure about a certain piece of information, tell your client that you will find out and get back to him on that (and make sure you do!).

With this, we wish you the best of luck with your sales presentation! We hope the points above will be useful when developing your own tailored presentation for your clients.