



EVIDENCE MANUAL

Why have an evidence manual?

People need to be convinced of your honesty, integrity, stability and sense of fair dealing before they will discuss business with you. An evidence manual will greatly assist you in doing this when face-to-face with your clients. People believe what they read. Give them extra evidence on why they should deal with you and your company.

So how do you set up an evidence manual?

This can either be set up on your laptop or personal device or hard copy folder.

Part 1 - You

- A photograph of yourself, with family all with your pet... People have to buy you first.
- A copy of any awards received in the last five years....For credibility.
- A brief personal biography.

Part 2 - Testimonials

- If you're using a laptop, please add at least four or five video testimonials....These are just so powerful.
- If using hard copy, have at least 10 written testimonials.

Part 3 - Your Company

- List of 10 Best reasons why people do business with your company
- A photograph of your team and/or your company premises
- Brief history of the company, including clientele as listed on your website
- Any awards the companies received in the last 10 years

Part 4 - Your Company's Products and Services

- Copies of product and service information
- Copies of any company newsletters
- Articles highlighting your company's products and services

Part 5 - Your company agreement/paperwork

- Always have the availability to produce order forms at any given time whether by computer printout or in hardcopy.
- The benefits of constantly using an evidence manual are far-reaching.
- Sales professionals use evidence manuals.
- Leave a lasting impression....Use your evidence manual in every presentation you give because it adds that much-needed personal and professional touch.
- Your competitors have probably never heard of or use this extremely valuable sales tool.