

Slide Deck Title 1

Slide Deck Subtitle

Agenda

- First Agenda Item
- Second Agenda Item
- Third Agenda Item
- Fourth Agenda Item



Slide Deck Title 2

Slide Deck Subtitle

Agenda

- First Agenda Item
- Second Agenda Item
- Third Agenda Item
- Fourth Agenda Item



Slide Deck Title 3

Slide Deck Subtitle

Agenda

- First Agenda Item
- Second Agenda Item
- Third Agenda Item
- Fourth Agenda Item



Slide 1

Cut the Company Slide and
Replace With a “Nexus” Slide



Cut: The Company Slide

Buyers care about their business. Their problems.
Their team. Starting with a slide that's "all about me"
is guaranteed to fail.



Replace With: A Nexus Slide

A Nexus is a polarizing insight that changes how your customer thinks and feels about a key problem or opportunity, and can eventually be tied back to your solution.

For most sellers, the competition is the status quo. Starting with a nexus allows you to tackle the “way we’ve always done things” head on.

Examples:

The way we do [X] has changed. Think about [example] – the way we do it has moved from [evidence of undeniable change in the world].

I talk to VPs of Sales every day and they are often surprised to hear a recent stat that 53% of committed deals never close. That means businesses are leaving a lot of money on the table and losing winnable deals.



Example: Zuora

zuora

Why it works:

It's all about the buyer:
Zuora presents an undeniable change in the buyer's world – and it isn't dependent on their product BUT that their product solves in a major way.

IMAGE
GOES HERE



Slide 2

Cut The Features Slide And
Replace With A “Problem” Slide



Cut: The Features Slide

Sales reps typically focus on two types of topics: value-based topics and features-based topics.

Value topics are things like discovery, business impact, and use cases.

Product features are exactly that: all about your product and how it works.

When sellers focus on features, they are significantly less likely to earn a follow-up call.

IMAGE
GOES HERE




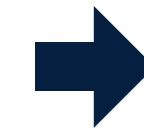
Replace With: A Problem Slide


What's preventing your buyers from achieving their goal?

If you can describe your prospect's problem better than they can describe it themselves, they'll "lean in," and automatically assume you have the best solution

Examples:


 You'll have more time to dedicate to other projects.




 You'll stop wasting time doing repetitive tasks that are easy to automate.


 Your team can get up to date metrics on their work



 Your team can stop putting off decisions while they wait for metrics.

 Your team can streamline their work.



 Your team can stop missing deadlines due to lack of visibility into other team members' work.




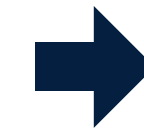
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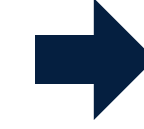
Examples:


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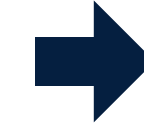
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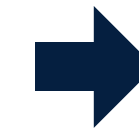
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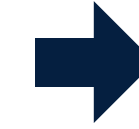
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Example: Drift

DRIFT

Why it works:

Drift reuses the words of their customers at them. By pointing out real flaws, it sets up the conversation about how Drift overcomes these limits in a way that is grounded in problems they know, understand, and are trying to solve.

Reason #1
Email Isn't Real-Time

@dcancel

#HYPERGROWTH17

Reason #2
Email Gets Abused

@dcancel

#HYPERGROWTH17

Reason #3
Email Is Not Smart



Slide 3

Cut The ROI Slide And Replace
With A “Story” Slide



Cut: The ROI Slide

Presenting ROI at any point in your sales process correlates with a 27% drop in close rates.

Your buyers think you're making too big of a leap between what your product does and the expected financial return you're waving in front of them.

That dry approach only works when your customer is already "sold." It helps them rationalize their decision as "good business."

I'm not saying that attempting to prove ROI never works. Correlation \neq causation. BUT it's using ROI as part of the selling process vs leading with it is a very different proposition.



Replace With: A Story Slide

Your prospect's mind is now ready to accept a new idea. This is where you show them how they win.

80% of sales decks highlight the vendor as the "hero." **Make your story about the customer**, with your product as simply a tool that the customer leverages to accomplish their mission.

Examples:

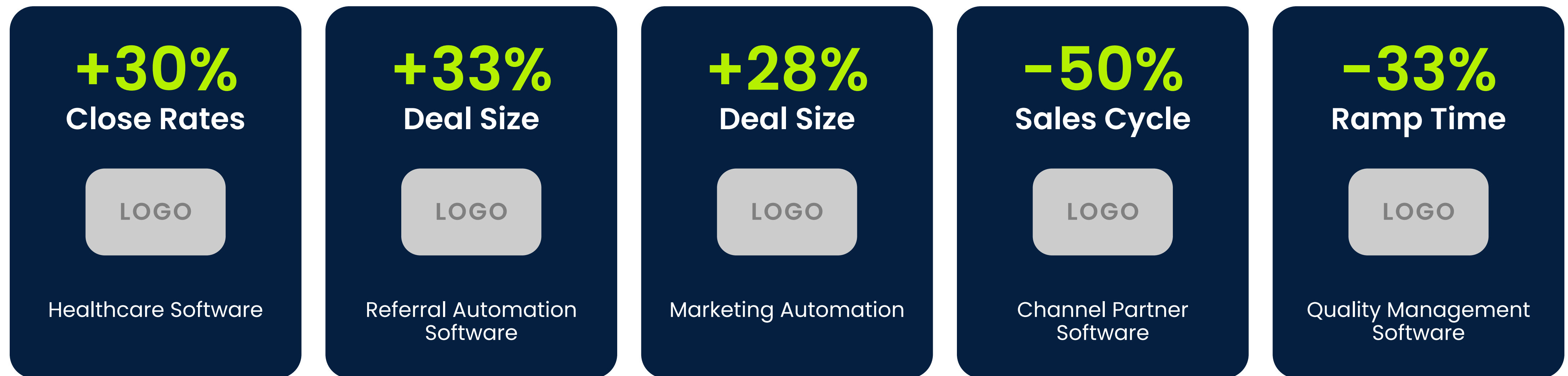
[Customer] was doing [X]. But, by changing and doing [solution], [Customer] was able to [Intermediary goal] which led to [desired outcome].

Imagine being able to pinpoint high-leverage improvement areas for each of your reps. It's hard because you can't be on every call, right? Drift used Click Maint to automatically identify coaching opportunities and boost win rates.



Example: Click Maint

Why it works: This isn't ROI: it's a before/after story. Use this slide as a backdrop for a conversation. The conversation itself focuses on the story, complete with emotional highs and lows.



Slide 4

Cut The Comparison Slide And
Replace With A “Value Prop” Slide



Cut: The ROI Slide

It's the feature slide's competitive cousin. And it's just as bad... if not worse.

Here's why:

If your differentiation is incremental — just slightly better than what your competitor has — you're going to get caught in the "comparison trap."

It becomes a bake off, triggering a "spec war": Feature A: You win! Feature B: Your competitor wins!

The cycle continues until the buyer sees the products as more or less at parity with each other, so they resort to grinding you both down on price until the "winner" is whoever erodes the integrity of her pricing.



Replace With: A Story Slide

Your differentiator has to be “meta” rather than incremental: It should be something that takes the buyer out of comparing you and your competitor side-by-side.

And the best way to do that is to be the only solution designed specifically for an industry, persona, or use case.

Examples:

We help [Who it's for] achieve [Ultimate goal] by [Solution].

[Who it's for] use [solution] to achieve [Gain] without [Pain].

We help [Who it's for] stop losing [Pain] by doing [Solution].



Example: Apple



Why it works:

Apple wasn't the first to create an mp3 player, but Apple was the most successful because it changed the game. Apple didn't get lost in feature comparisons (storage space, display size, connectivity with other devices) and focused instead on what the iPod allows you to do – take your music with you on the go.



Say hello to iPod.
1,000 songs in your pocket.



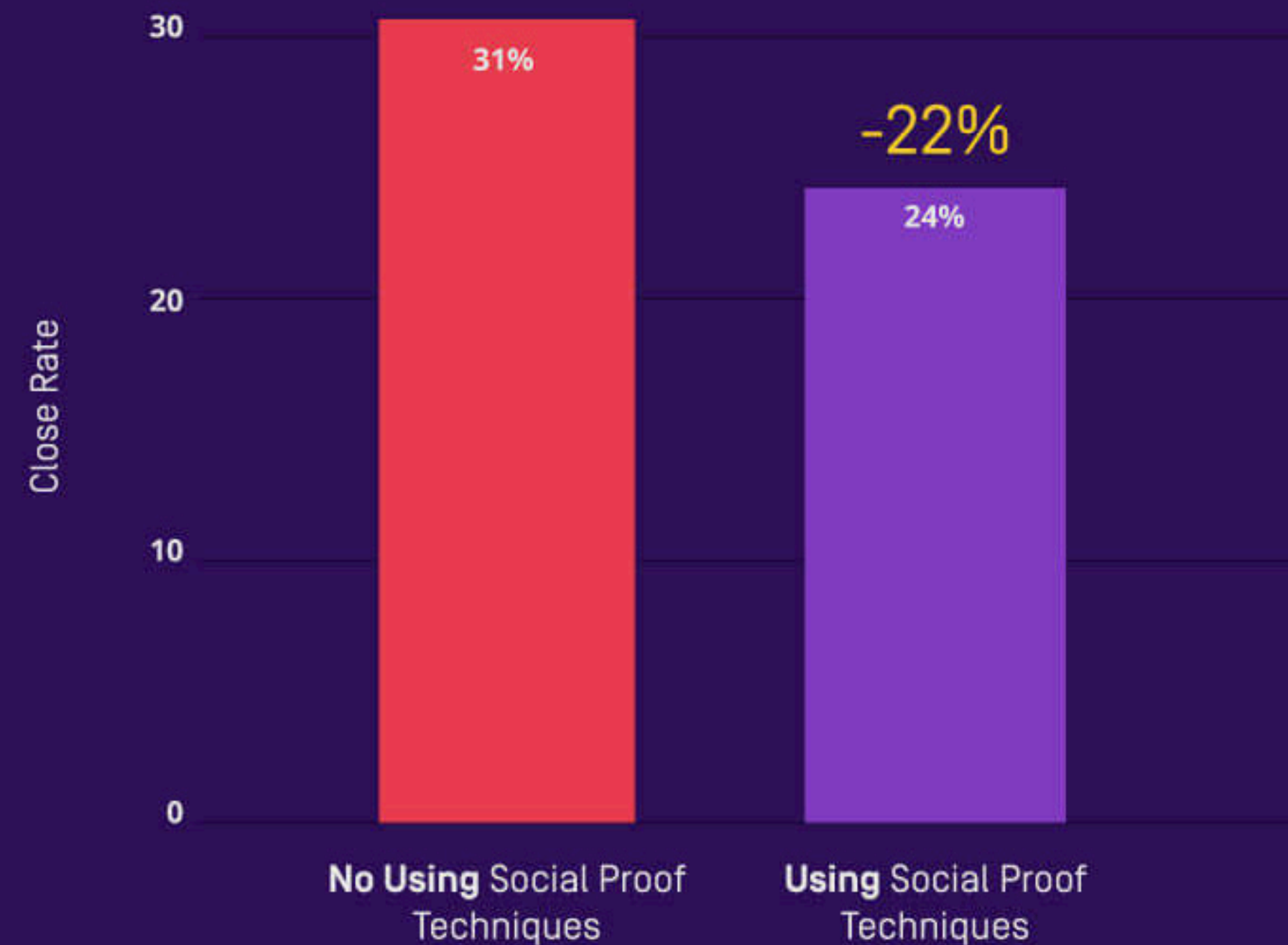
Slide 5

Cut The “Nascar” Slide And
Replace With Your Best Evidence



Cut: The Nascar Slide

Delete your social proof slide. Sellers who use social proof techniques in their sales calls have a 22% lower close rate. That's because name-dropping a few big customers makes buyers think "I'm nothing like them".



Replace With: Your Best Evidence

Evidence comes in all shapes and sizes:

- a customer story
- a list of logos in a similar industry
- a recent study

And done right, it confirms everything you just presented.

Examples:

[Customer] was doing [X]. But, by changing and doing [solution], [Customer] was able to [Intermediary goal] which led to [desired outcome].

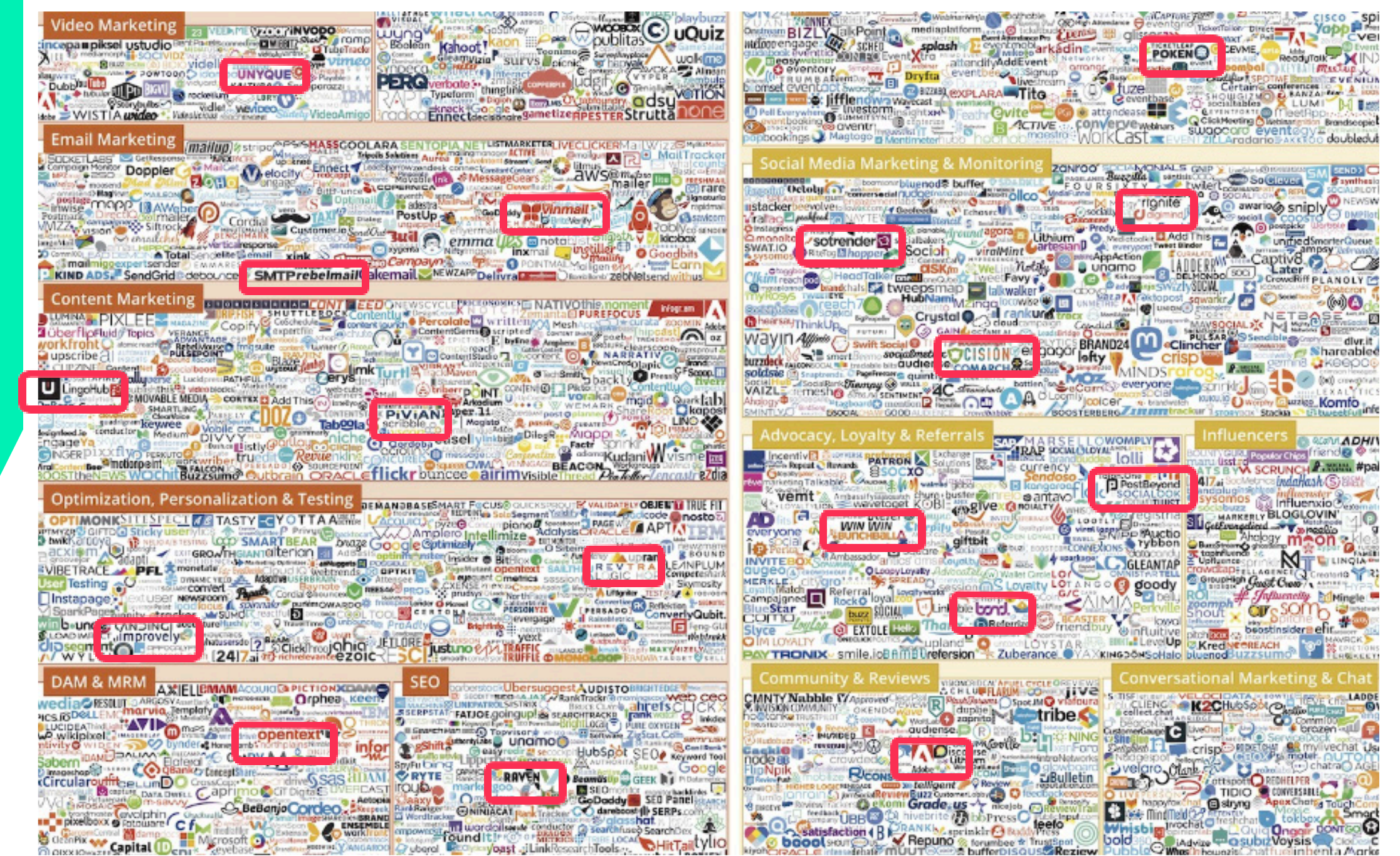
*Imagine being able to [Desired outcome].
It's hard because of [Common objection], right?
[Customer] used [solution] to [address objection]
and achieve [Positive result].*



Example: How A Top Rep Would Do It

Why it works:

Listing companies in my industry = relevant. Telling me about their results = value. Showing me the momentum behind your business = urgency. It's so simple, yet so much more powerful than a collection of random logos meant to impress only through sheer volume.



“These are all the companies in your space. We work with **17** of them: Up from **4** just two years ago.”



Want more?

Follow Click Maint on LinkedIn for more data-backed sales tips.



Implementation Packages

SELF-STARTER PACKAGE

FREE

Click Maint's Self-Starter package allows teams to access UpKeep's robust resource center to autonomously set-up their account.

Who's this package for?

Teams with less than 8 users.

STANDARD PACKAGE

\$1,500

Click Maint's Standard package provides a dedicated Implementation Manager who will guide you through setting up your Location, Assets, and workflow.

Who's this package for?

Teams with 1 Click Maint site and more than 8 users.

ADVANCED PACKAGE

\$5,000

Click Maint's Advanced package provides a dedicated Implementation Manager who will guide you through setting up your UpKeep across multiple locations/terms, along with setting Click Maint's Advanced Features

Who's this package for?

Teams with multiple Click Maint sites and more than 8 users.



Implementation Packages

SELF-STARTER PACKAGE

FREE

What's Included:

- Unlimited access to Click Maint Help Center
- Unlimited access to Click Maint Video Library
- Access to all Live Webinars
- Free Technical Support Access (In-app, Phone, or Email)

STANDARD PACKAGE

\$1,500

Includes self-starter resources access and:

- **Est. 8 hours of implementation**
 - **1 hour:** Kick-off call
 - **2 hours:** Check-in meeting
 - **2 hours:** System Configuration
 - **1 hour:** Team Training

ADVANCED PACKAGE

\$5,000

Includes self-starter resources access and:

- **Est. 20 hours of implementation**
 - **2 hour:** Kick-off call
 - **4 hours:** Check-in meeting
 - **5 hours:** Data Migration
 - **5 hours:** System Configuration
 - **2 hours:** Advanced features set-up
 - **2 hours:** Team Training



Click Maint Asset Pricing

Subscription Plan	# of Users	User Cost	Total
Core	4	\$1,500	\$6,000
Technicians	4	\$300	\$1,200
Operators	0	0	0
Recurring Total			\$7,200

Implementation Plan	Duration	One-Time Fee
Advanced	60 Days	\$5,000

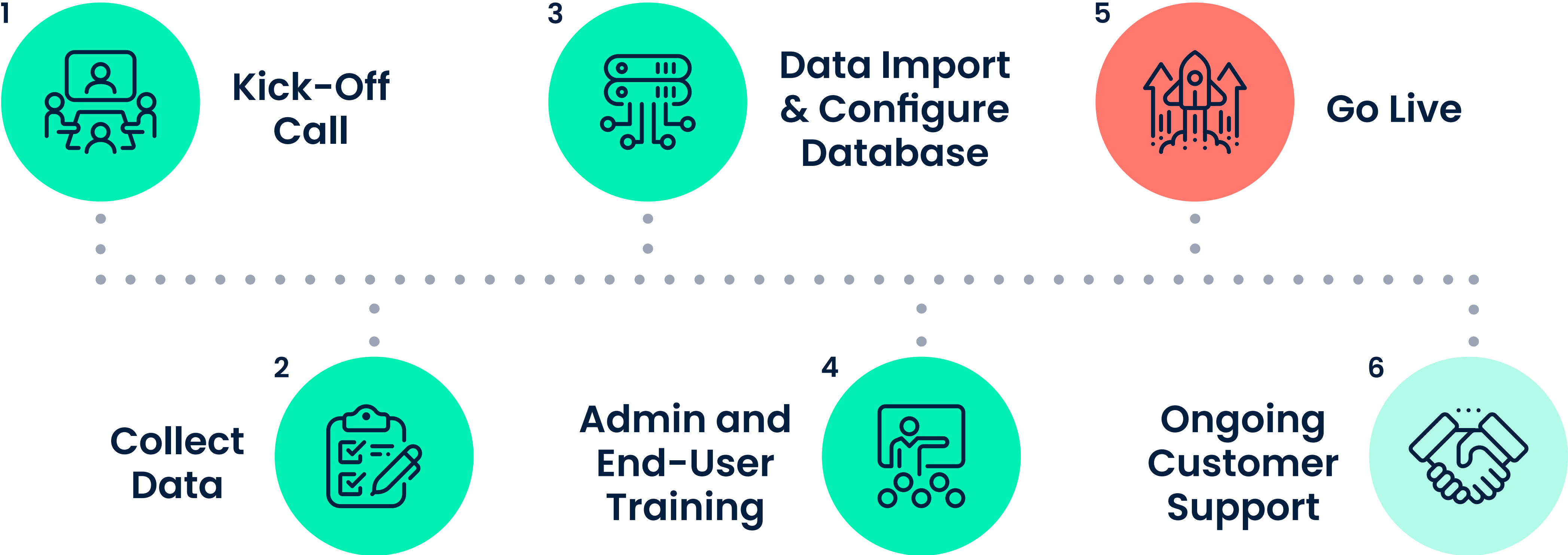
First Year Total
\$12,200

Notes:

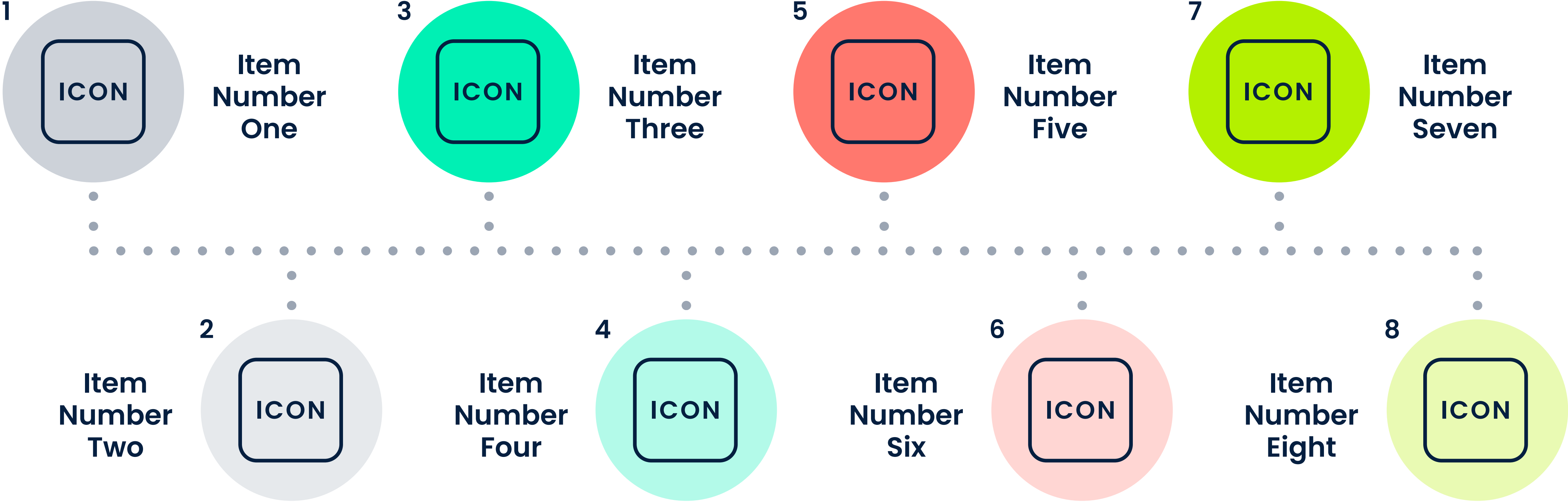
- Pricing in CAD
- Pricing valid for 60 days
- Payment terms are Net 30



Click Maint Customer Onboarding Process



Generic Process Slide



Process Icons

People/Teams



Data/Research



Productivity/Success



Generic Table Slide

Header 1	Header 2	Header 3
Core	4	\$1,500
Technicians	4	\$300
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