



*People in Progress,
Making a Difference*

Present To Sell

Whether you are involved in formal client presentations, or presenting to a small group of buyers, you will walk away from this session highly motivated and confident that you have the tools to deliver compelling and targeted sales presentations. In this workshop you will learn how to prepare structurally sound presentations that you can deliver to influence your customer. Participants will prepare and deliver presentations and will be given developmental feedback throughout the workshop. Presentations are videotaped for self-assessment and review after the session.

Content Overview

- Preparing Yourself
 - ▶ Transforming nervous energy
 - ▶ Leveraging a positive attitude
- Preparing For Your Audience
 - ▶ Analyzing the audience
 - ▶ Establishing “audience-centered” objectives
 - ▶ Demonstrating credibility and confidence
- Preparing Your Presentation
 - ▶ Creating a compelling opening
 - ▶ Structuring the main points & customer benefits for maximum impact
 - ▶ Inspiring customers to action
- Preparing Your Delivery
 - ▶ Maintaining audience interest
 - ▶ Handling questions, and disruptions
 - ▶ Utilizing presentation technologies to support the message

Outcomes

Participants will learn how to:

- Use presentation structure for maximum impact
- Remove obstacles or barriers to presenting
- Control nervousness and develop confidence
- Establish credibility with any audience
- Develop an “audience-centered” presentation style
- Apply innovative presentation methods
- Appropriately handle questions and disruptions

Program Details

Session Length: 2 days

Number Of Participants: 6 - 7