SALES PRESENTATION SKILLS

Learning Objectives

This hands-on one day program is designed to prepare participants to more effectively deliver a sales presentation that involves, informs and inspires.

By the end of this workshop participants will be able to:

- Demonstrate the ability to conduct an effective sales presentation

- Project a polished and professional manner

- Present information in a clear, concise and persuasive manner

- Recognize that leadership qualities can be promoted through highly effective presentation skills

- Determine audience demographics attitudes and needs

- Quickly organize a presentation based on the customer's needs

- Identify "trigger" words or phrases and how to negate their impact

- Describe the attributes of highly effective visuals

- Demonstrate a greater ability to tell stories

PROGRAM FLOW

KEY CONTENT AREAS

Welcome
- Introduction
- Learning Objectives
- Ground Rules

Baseline Presentation
- Great Openings
- Practice Session One

Presentation Structure
- CTQR Structure
- Central Pillar
- Speaking in Threes

Developing the Message
- Preparation
- The Curse of Knowledge
- Making Your Ideas Stick
- Audience DNA
- Communication Styles
- Practice Session Two

Engaging the Audience
- Questioning
- Drivers of Engagement
- Use of PowerPoint and Sales Collateral

Storytelling
- Line to Line Activity
- Structure
- Stories You Should Know How to Tell
- Q&A

You the Presenter
- Establishing Presence
- Verbal, Visual and Vocal
- Weasel Words/Jargon
- Body Language
- Tone and Inflection

Bringing it All Together
- Practice Session Three

Workshop Close