

# Virtual Sales Presentation Skills

This three-hour virtual program (two 90-minute modules) is designed to prepare participants to more effectively deliver a sales presentation that involves, informs and inspires the audience.

## Learning Outcomes

- Examine the word presence and how people choose to demonstrate it
- Identify how to inspire the audience while involving and informing them throughout a presentation
- Describe how materials can support or distract from your messaging
- Apply a presentation structure model
- Identify the verbal, visual and vocal techniques necessary to establish presence
- Construct success stories in a more compelling manner

## Program Flow

### Welcome

Introduction  
Learning objectives  
Agenda overview

### Presence

Defining presence  
Presence and self-awareness  
First impressions  
Desired perceptions  
Presence killers  
Best practices: verbal, visual, vocal

### Presentation to Conversation

Begin with the end in mind  
Impact = Inform, Involve, Inspire

### Inform

CTQR structure (context, question, trigger, response)  
Setting situation is king  
The trigger question  
Power of threes  
Case for uncertainty  
Neuroscience of being told

### Involve

Activity: Best Practices  
Strategies to involve

### Inspire

Call to action  
Think, feel, do  
Emotional beings who think  
Storytelling  
Issue, Action, Impact

### Materials

Layout, font size and brand guidelines  
The case for visuals  
You are the presentation

### Application

Reviewing participant slide decks for impact

### Workshop Close

Workshop evaluation