



SALES PRODUCTIVITY

Delivering Powerful & Persuasive Presentations



PRESENTATION SKILLS

Most sales and business people cannot survive without being able to deliver powerful and persuasive presentations.

The ability to relate to an audience and build their desire to buy your products and services is significantly important in all selling and sales-related roles.

The 'Persuasive Presentations' program differs from most other programs in that it is not public speaking (communication) oriented, but directed at influencing the audience to accept a proposal or recommendation (persuasion). In other words, to get them to say "Yes".

This skills development workshop is a must for all business people who deliver formal presentations - Proposal Presentations, Statements of Corporate Capability, Product Reviews, Recommendations and every other type of Business Presentation.

It focuses on persuasion & impact through developing structure & style.



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What You Will Learn

Based around a sound conceptual model of the presentation process, we teach:

- ◆ A step by step preparation process; to simplify the composition process.
- ◆ A focus on persuasive techniques rather than performance; how to link the message to the audience and get their agreement.
- ◆ Principles of presentation structure; how to maximise the audience's attention and understanding.
- ◆ How to use "negative objection analysis;" to deal with the 'Objection Minefield'.
- ◆ Using visual aids; how to support the verbal message with a variety of commonly used visual aids.
- ◆ How to field questions; techniques for the 'second speech'.
- ◆ Making Team Presentations; integrating multiple presentation components into a persuasive team effort.

Who Benefits?

Any person whose professional sales approach requires presentation skills: Computer Sales, Insurance, Banking

and Finance, Marketing of Capital Equipment and Business Services as well as Public Relations.

Our Training Approach

Before conducting a 'Persuasive Presentation Skills Workshop', we work with you to understand your specific need, skill priorities and development approach.

Program practice sessions are related to real life presentations; not hypothetical subject matter or irrelevant subjects. Participants practice skills and techniques using day to day business presentations. These can include standard presentations, the rehearsal of a future presentation or other specifically chosen material.

Extensive use is made of video-taped practice sessions to ensure that participants receive personal coaching for improvement.

Program Schedule

Day One - Presentation Content

Presentations; Ten basic concepts for effectiveness.

- ◆ Dealing with common myths of persuasive presentations.
- ◆ How to manage with Stage Fright.
- ◆ The significance of the presentation introduction.
- ◆ Helping listening through structural emphasis.
- ◆ Using 'Negative Objection Analysis' to eliminate objections.
- ◆ Video-taped practice presentations.
- ◆ Video analysis and coaching.
- ◆ How to gain maximum impact from your visual aids.

Day Two - Presentation Delivery

- ◆ Effective physical and verbal delivery techniques.
- ◆ Techniques for fielding questions.
- ◆ Video-taped practice presentations
- ◆ Video analysis and coaching

Day Three - Team Presentations

- ◆ Techniques for team presentations.
- ◆ Team preparation.
- ◆ Video-taped practice presentations.
- ◆ Video analysis and coaching.
- ◆ Action planning for development.