

PowerPoint is a terrific program when used appropriately. It is, however, too easy to hide behind.

Public speaking is the art of diluting a two-minute idea with a two-hour vocabulary.

Sales Presentation Skills

Purpose

To provide the process, structure and skills necessary for the development and delivery of effective business presentations

Objectives

Participants completing *Sales Presentation Skills* will be able to

- Optimize preparation time for presentations
- Take a customer-focused approach to the development of objectives and content
- Structure presentations to maximize customer attention and retention
- Address the challenges of presenting to key decision makers and buying committees
- Enhanced ability to use visual, vocal and verbal elements of communication
- Control nervousness and build confidence
- Use slideshows and other visual aids to maximum advantage
- Master control of the audience and handle question and answer sessions and sales objections effectively
- Make powerful presentations which achieve your objective to motivate the customer and close more business

The Training

Classroom format

8 hours for six participants

Video of practice presentations

Specific and balanced feedback provided

Pre-work in research and analysis for the presentation is assigned to optimize use of classroom time



CUSTOMER FOCUSED SELLING SERIES