

PRESENTATION SKILLS

This program, Presentation Skills is designed to provide the skills and abilities required to address the “*number one*” fear for most people.....

Talking to a group!

This program covers content skills and knowledge. Then course participants are required to deliver a sales presentation. The presentation will be recorded (DVD) and then played back with one on one coaching sessions to review the presentation delivery.

Presentations must have;

Structure - It has a logical beginning, middle, and end. It must be sequenced and paced so that the audience can understand it. Where as reports have appendices and footnotes, the presenter must be careful not to loose the audience when wandering from the main point of the presentation.

Packaging - It must be well prepared. A report can be reread and portions skipped over, but the audience is at the mercy of a presenter.

Presentations are a way of communicating ideas and information to a group.

A good presentation has: Human Element - A good presentation will be remembered much more than a good report because it has a person attached to it.

Content - It contains information that people need. Unlike reports, it must account for how much information the audience can absorb in one sitting.

What do Humans Fear Most?

1. Speaking in front of a group!

2. Heights
3. Insects and bugs
4. Financial troubles
5. Sickness
6. Death
7. Flying
8. Loneliness
9. Deep water
10. Dogs

Source "Book of Lists"

Course Outline:

- What makes a great presentation?
- What makes a great presenter?
- The four elements of communication in presentations
 - You
 - Audience
 - Message
 - Method
- Four types of presentations
 - Impromptu
 - Extemporaneous
 - Memorised
 - Read
- Preparation = Success
 1. Know your subject
 2. Who, what, when, where, why and how
 3. Setting your objective
 4. Researching & assembling material
 5. Outline presentation plan
- Structuring your sales presentation to get the results.
 1. The opening
 2. The main body
 3. The summing up and conclusion

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- Filling out and customising the presentation. Using tools and techniques to help the effectiveness of the presentation
- Mnemonics
- Acronyms
- Stories
- Anecdotes
- Jokes
- Audience participation

The visual way to sales success.

Advantages of using visuals

1. To keep on track
2. Helps prospect to see your message
3. Helps to overcome objections
4. Raises your status in the eyes of your prospect
5. Increases the chance of making the sale

(Different visuals are discussed with the group. Options include, Notebook, Data Projector, Butchers paper,

How to bring a presentation to life!

- Demonstrate application of the following skills
 - Overcoming nerves
 - Voice projection
 - Body language
 - Using visual aides and other training method
- Delivering a dynamic five minute presentation to the group.
- The mind power advantage
- Sales are made in the mind. Salespeople who understand and apply mind power when presenting have a distinct advantage over those who cannot or will not learn how.
- The importance of visualising success when presenting a sale.
- Putting it all together. Each course participant will deliver a component of a business presentation. This topic will be job specific.
- The final session will involve each of the course participants to present an 8-10minute presentation for a sales pitch.

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At the end of the course you will be able to:

- Recognise different styles of presenting and the reasons for their effectiveness.
- Develop a list from personal experiences and observations on good Vs poor presenting habits.
- Understand the components of successful communication when presenting.
- Identify own unique strengths in presenting
- Understand there are different types of presentations and the type will depend on the audience, the desired outcomes, the timeframe and the environment setting.
- Understand the thought processes and steps required in the preparation of a presentation.
- Each participant will prepare a three minute presentation. A topic will be decided then the subject will be given structure as the remainder of the modules are covered.
- Each participant must then present their topic to the group at the completion of this training session.
- In giving presentations it is often difficult for an audience to digest and remember all the facts and points presented. There are a number of effective tools that will assist in saving time and in having the audience remember your points.
- In fact the same tools can help the speaker to remember to important points to be covered.
- It is important to discuss how visuals, when used appropriately can greatly assist in closing a sale.
- This module addresses all format for using visuals in presentations so that the course participant understand what visual tool to use and when it will be most effective.
- What we can do to increase our communication with an audience
- How can we utilise our voice to its maximum advantage
- Each participant will deliver a component of a business presentation. This topic will be job specific
- Understanding the importance of the role the mind plays when presenting in front of an audience
- Visualisation strategies will be practiced in the training

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- Each participant will present a sales pitch and will be videoed. The DVD will be played back and reviewed. Feedback will be given to each participant as they have the opportunity to review their presentation.

Who should attend?

- Staff that have challenges with having to deal with difficult situations with customers, fellow staff members, or communication situations in the workplace.
- This course can be adapted to meets the needs at all levels of business.

Course Duration	1 day program 2 day program (highly interactive, role plays etc)
Participant Numbers	6-12 participants
Pre-work required	Pre-work will be sent out prior to training
Post work required	Post work is set to consolidate skills into the workplace habits

