

DEVELOPING A WINNING SALES PRESENTATION

Giving presentations has become an essential business skill for the sales professional. To maximize your effectiveness, you need the right tips, tools and processes for creating and delivering high-impact presentations.

Having the skills to present effectively will help you develop the fundamental knowledge and skills you need to get sales results you want.



LEARNING OUTCOMES

After completing this class, sales people will be able to:

- Create effective presentation materials.
- Understand the importance of Appearance, Posture, Gestures, Eye Contact and Facial Expressions in presentations.
- Comprehend the need for structure in the verbal skill area of presentations.
- Learn the techniques for getting results in the arenas of humor, audio-visual methods, MC introductions, and Q& A sessions
- Recognize the trademarks of poise and delivery.
- Gain confidence and comfort by learning the funneling process.
- Evaluate the way they present to others.
- Capitalize on one's own delivery style.
- Identify their presentation strengths and areas for improvement.
- Understand why preparation provides the bridge between content and intent

Format

Instructor-led, 1-days Duration.

Audience

- Enterprise Account Managers.
- Sales Specialists.
- Sales and Marketing Directors
- Senior Sales Professionals.
- Senior Account managers and Business Development Executives
- Business Owners
- Relationship Managers and staff with revenue responsibility.

Prerequisites

Participants should ideally have prior selling and account management experience.

Course Content

Module 1: Creating Compelling Value Propositions for Sustainable Advantage
Module 2: Corporate Performance