

## Powerful Presentations

**Powerful Presentations** emphasizes how easy it is to have an effective, exciting presentation *every time* ~ whether in front of one person or one hundred people. The keys are careful planning and preparation, attention to details, and practice, practice, practice!

**Powerful Presentations** identifies the flaws of most presentations and how to resolve them for more effective delivery. Participants leave with the ability to incorporate five easy steps to creating powerful presentations that sell. The building process begins with developing a workable outline and progresses through a successful partnership with a new or existing client. Each element of the presentation is closely examined and examples that demonstrate how effective presentation skills and techniques work are provided.

During the session, participants prepare a presentation template that can be easily customized to each of their client's needs. In addition, they prepare a verbal presentation that can be used immediately in their day-to-day sales to effectively communicate the benefits of their products to prospective clients.

### Key Topics

- ★ Preparing a Presentation Template that Sells
- ★ Turning Research into Client Benefits
- ★ Winning Words to Incorporate and Powerless Phrases & Non-Verbal Behavior That Can Sabotage Presentations
- ★ 25 Powerful Presentation Tips
- ★ Putting Visuals, Technology & Support Materials to Work
- ★ Tips to Minimizing Nervousness

**Powerful Presentations** illustrates the importance of incorporating visuals, research, and support materials into a presentation. It also addresses when and how to use technology to complement the message. One of the most effective visuals is the salespeople themselves, and this session identifies the behaviors and actions that are most likely to bring about favorable responses.

**Powerful Presentations** also addresses another critical aspect of successful presentations ~ the written materials of a presentation. A common trap many salespeople fall into is overloading their presentations with an abundance of data. This program shows the key elements to include and those that make the most significant impact.

**Powerful Presentations** is a workshop for sales representatives needing a foundation to build presentations or those looking to hone their communication and delivery skills ~ all experience levels will benefit from the contents of this powerful program.