

POWERFUL PRESENTATIONS THAT SELL

1 DAY PROGRAM

Preparing Persuasive Presentations that Sell

- ★ Delivering compelling presentations every time ~ whether in front of one person or one hundred people.
- ★ Implementing a proven step-by-step process to stimulate interest and close more business.
- ★ Incorporating communication to evoke emotion and lower resistance and create action.

Developing a Concise & Compelling Message

- ★ Creating a workable outline and templated process to prepare and deliver presentations efficiently and effectively.
- ★ Turning research into client benefits that involve and inspire the prospect to purchase.
- ★ Putting visuals, technology and support materials to work.
- ★ Identifying the flaws of most presentations and how to resolve them for more effective delivery.
- ★ Implementing careful planning, preparation and attention to details.

Winning Words

- ★ Language to incorporate and powerless phrases and non-verbal behavior that can sabotage presentations.
- ★ Proven and easy methods to close sales.

Tips to Minimizing Nervousness

- ★ Mental and physical techniques to internalize that ensure every presentation is delivered with confidence and in the most professional manner.

Powerful Presentations is a workshop for professionals 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 program.

During the session, participants prepare and practice each element of the process. In addition, they develop a presentation that can be used immediately in their day-to-day sales to effectively communicate the benefits of their products to prospective clients.

Examples that demonstrate how effective presentation skills and techniques work are provided.

Materials Provided:

- ★ 40-page customized training workbook
- Numerous customized handouts & self-study guides
- ★ Materials reproducible with blanks for group facilitation
- ★ Video and audio for new employee onboarding
- ★ Self-study questions
- ★ Review exercises with facilitator instructions and complete materials to conduct sessions
- ★ Ongoing consultation as needed for effective implementation

