

Successful Sales Presentations

1 Day SSP1

OVERVIEW

This action packed one day workshop focuses on preparation, practice and performance. It will enable participants to differentiate their company from their competitors and stimulate a more desired reaction from their audience. Encourages the use of a flexible structure in which to follow that creates a seamless presentation that guides their audience through whilst maintaining their interest.

During this workshop delegates will be given the opportunity to weave their own style into a presentation that will be structured around a sales process. Delegates will learn how to establish rapport with their audience and will receive feedback from an experienced coach. The workshop has limited numbers to ensure feedback and coaching is given to each individual.

DESIGNED FOR

This workshop is for delegates who can structure a sales presentation but need to develop a better delivery style in order to improve results.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Produce a template for a structured sales presentation.
- Plan and prepare to sell the presentation.
- Add interest and style to their presentation.
- Demonstrate how to engage their audience by clearly defining the benefits to listen.
- Develop a dynamic delivery style to excite their audience.
- Establish rapport with their audience.
- Understand how to differentiate their presentations with their company's USP.
- Understand when and how to use multimedia.
- Use PowerPoint presentations that work.
- Manage difficult audiences turning objections around.
- Team or individual - how to decide?
- Create a development plan for future presentations.

TOPICS COVERED

First Impressions Count

- Establishing credibility and interest
- Creating the right conditions; non-verbal and physical cues
- Defining and redefining the objective
- Create an introduction that motivates your audience to listen

Panic-Free Presentation

- Good preparation: planning and structure
- Language: identifying words to engage audiences and individual style
- Present a clear and logical case for doing business
- Energy: how to channel nervous energy to positive ends
- Practising the performance in your mind

Dynamic Delivery - Adding Variety

- Choosing the best available information
- Maintaining interest - keeping the audience 'hooked'
- Stimulating curiosity - the key to motivation
- Power and tone
- Humour
- Silence
- Using notes inconspicuously
- Presenting in a team

Establishing Rapport with the Customers

- Understanding your customers - what are they expecting?
- Creating introductions that 'hook'
- How to link your presentations to customers needs/issues
- Profiling your audience for levels of interest, ability and influence
- Explaining the boundaries and limitations of your presentation

Problems

- Problem buster tips and technique
- Turning objections into buying signals

Personal Development

- Formulating a personal action plan
- Rehearse presentations in a safe and supportive environment
- DVD of presentations to take away and review in private

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.