

SALES PRESENTATIONS

For Sales
Professionals

Are your Sales Presentations
closing eyelids or deals?

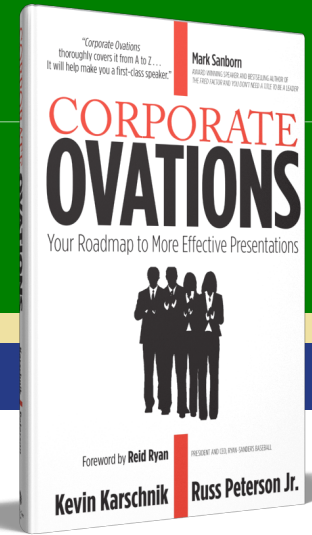
Course duration – 14 hours (2 days)

How you will benefit...

- Identify areas for improvement during your three video recordings
- Learn the four phases that define the presentation process
- Receive one-on-one feedback from a professional speaker
- Learn how to properly align the three channels of communication
- Learn six key questions to ask yourself before building a message
- Practice using engaging content
- Learn how to effectively select your supporting material and examples
- Understand the importance of first impressions and how to enhance
- Successfully facilitate a Q&A segment in your presentation
- Overcoming objections from your customer when closing the deal
- Learn how to avoid common visual aid mistakes and how to create a compelling story with your slides

Course Topics

- **Customer Communication**
 - What do your customers want from you?
 - Your presence
 - How to sell value
- **Communication Factors**
 - Using the right words
 - Importance of voice
 - Body language
 - Gestures and eye contact
- **Preparing your Presentation**
 - Presentation purpose
 - Audience analysis
 - Plan for timing
- **Developing your Proposal Presentation**
 - Opening using CABA
 - Closing with MAS
 - Persuasion and alignment
- **Delivering your Presentation**
 - Rehearsal techniques
 - First impressions
 - Movement with purpose
- **Facilitating Q&A Sessions**
 - Responding to tough questions using responsive acknowledgement
 - When to answer questions
 - Answering questions in a team presentation
 - What to do when you don't have the answer
- **Visual Aids**
 - Use of the clicker and the laser pointer
 - Engaging visual aids
 - Using PowerPoint® properly
- **Final Presentation**
 - Final presentation ~4 minutes
 - Respond to one question
 - Receive coaching and feedback
- **Implement to Improve**
 - Satori
 - My Action Plan



iSpeak

Who should attend?

- Sales Professionals / Leaders
- Business Development Managers
- Class size is limited to 12

Who can you contact?

Please call us at 512.671.6711 or email us at info@ispeak.com for more information.