



Presentation Skills for SALES PROFESSIONALS

How You'll Benefit:

- Receive and use a tool for properly aligning your message to your audience's needs
- Deliver solution messages based on both logic and emotion
- Polish your professional presence to be confident and authentic
- Construct a tailored message designed for influencing change with the audience
- Practice handling questions and objections

Program Overview:

Sales presentations fall into the category of influence. Whether you're presenting your organizations capabilities or proposing a solution for your customer, your goal is to create positive action from the audience.

Knowing how to connect with the audience, structure your message, and handle questions will determine whether or not you achieve your desired result. In this workshop, you will learn how to prepare the right message to align with your audience, handle tough questions, improve your professional presence, and close for the desired results.

Who Should Attend:

- Sales professionals using a solution-based selling process
- Sales leaders who want to develop their presence and influence
- Business Development Managers who want to work on more concise messaging

Elements of a Business Narrative



Tools You'll Receive:

- **5 Elements of Business Narrative** – Key elements of the customers narrative
- **Influence Message Structure** – Break down the elements from Need and Solution
- **Elevator pitch framework** – simple presentation to use when networking
- **Responsive Acknowledgement** – for responding to tough objections



Structure for an Influence Message



Activities and Agenda:

- **Baseline Presentation** – Deliver a brief customer presentation (elevator pitch) to receive personal coaching on your message and your professional presence
- **Group Activities for Presence** – learn and practice how to develop your presence to be more confident and influential
- **Selling Value Discussion** – Review the elements of value from a customer's perspective. These elements will be used in your next presentation
- **Designing your Elevator Pitch** – The shortest presentation given in sales is describing what your company does. Use this at networking events to gather interested prospects.
- **Audience Preparation** – What is most important to your audience? The customer cares about solving their problem. How will you show that your product or service does that?
- **Design the Message** – Use iSpeak message structures to create a proposal presentation
- **Handling objections** – Practice a method to address tough questions with confidence
- **Final Presentation** – Deliver your final presentation and receive coaching and feedback

Class Size
15 recommended

multiples of
3 are ideal

Learning Journey AI Coaching and Roleplay Reinforcement

- **Customer role play simulations with an AI Customer**
- **iSpeak Sales Tutor** – provides guidance, answers questions, and provides unlimited coaching
- **Unlimited usage for 3 months after class**