

Sales Presentations

This dynamic and highly participative two day programme focuses on getting results from your customer-facing presentations. The ability to make your presentation stand-out and deliver your sales message with clarity and impact is often the difference between winning or losing the business.

Feedback and tactful use of video enables you to identify your strengths as well as areas for improvement.

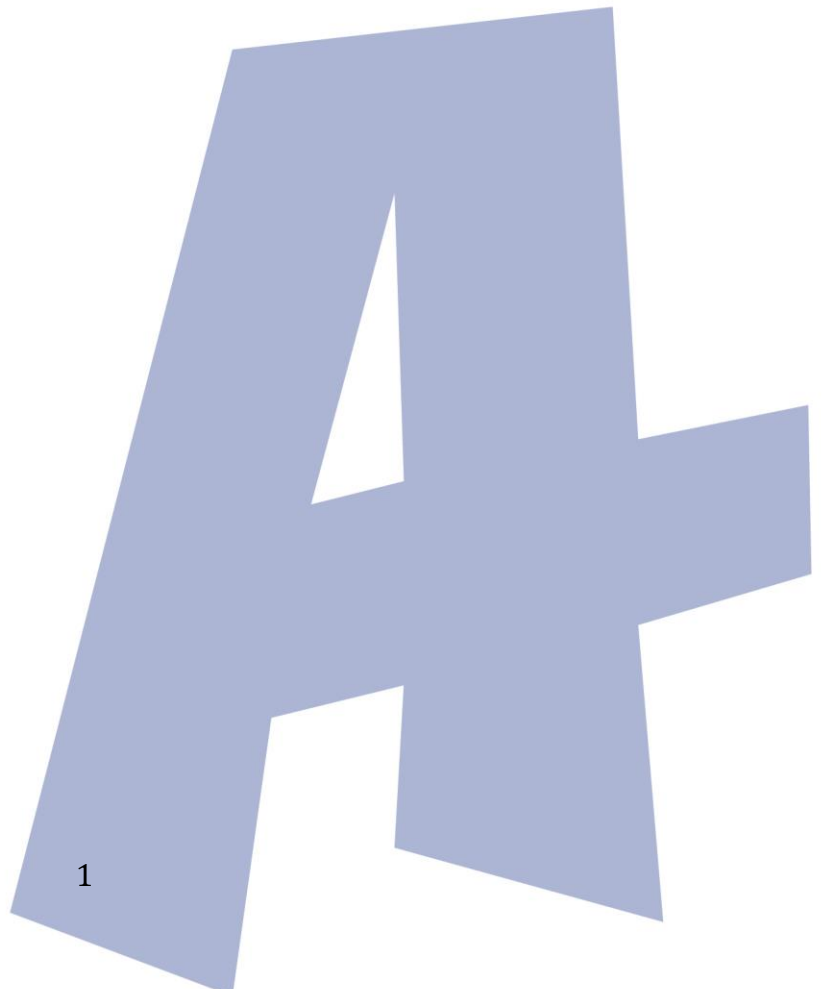
Who will the course benefit?

Salespeople, sales managers, key account managers and business managers who wish to assess and improve their ability to give confident, professional and effective presentations.

Course Objectives:

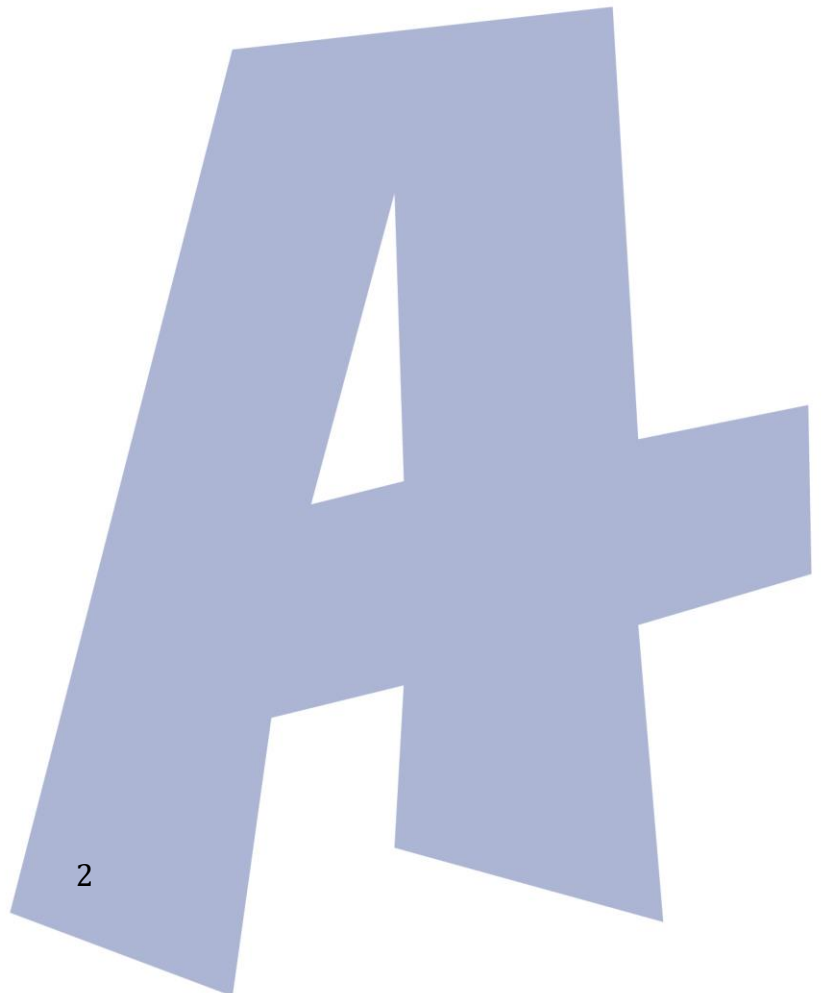
To enable delegates to prepare and present sales presentations that have impact and help them win the business.

Course Duration: 2 days



This course will enable delegates to:

- Prepare sales presentations that really get results
- Focus on the objectives of the sales presentation and how they fit into the sales process
- Prepare material in the most customer-responsive way
- Build empathy and rapport with the customer
- Take control of the room and manage the presentation from start to finish
- Deliver presentations with impact and confidence



Course Contents

Credibility Sells

- Selling yourself, your organisation, your product
- Projecting confidence and expertise
- Dealing with tension and nerves
- Ad-libbing versus waffle!
- Do they trust me?

Benchmark Yourself

- Practise on your feet, how are you doing?
- Receive honest feedback and recognise your strengths
- Focus on areas for improvement and polishing
- Are you better than the competition? You can be

Know Your Audience

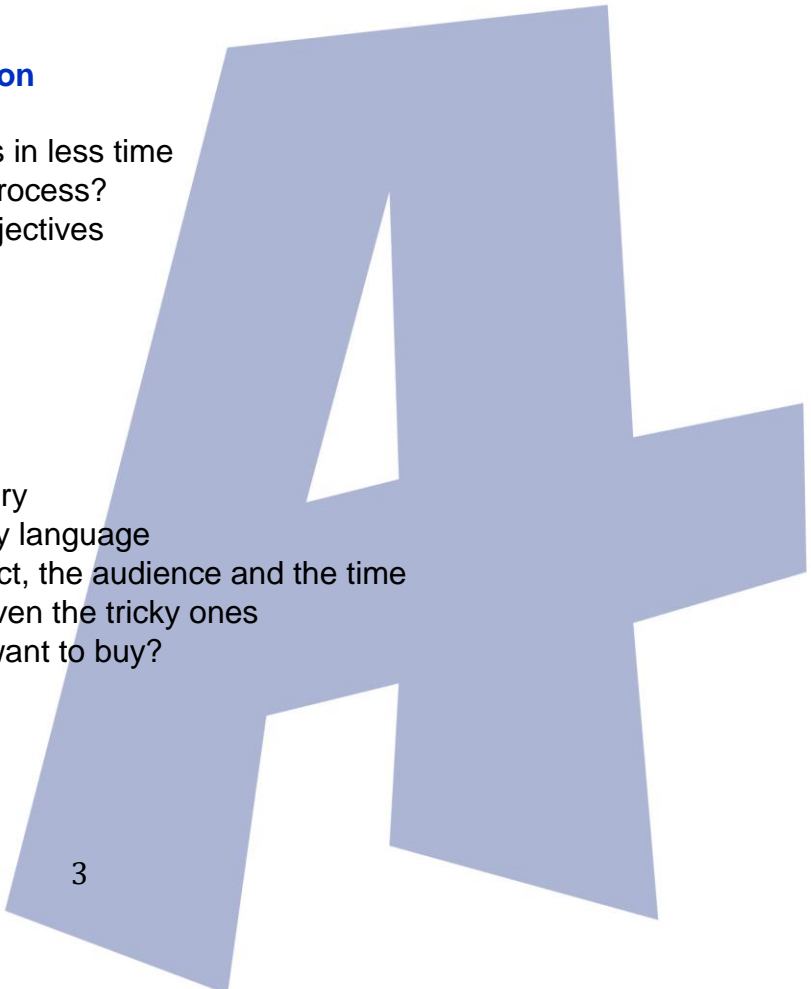
- Understand their wants, needs and attitudes
- Build empathy and rapport
- What are they thinking during your presentation?
- What will encourage them to buy?
- Speak their language

Better, Faster, Smarter Preparation

- Prepare better presentations in less time
- Where are we in the sales process?
- Set tangible, measurable objectives
- Useful tips and techniques
- Building in flexibility
- Structuring to sell

Presenting with Confidence

- Flawless presentation delivery
- Improve your voice and body language
- Stay in control - of the subject, the audience and the time
- Handle questions fluently, even the tricky ones
- What if they say they don't want to buy?



We have the Visuals

- Using PowerPoint* better than your competitors
- Tips and techniques for better visuals
- Keep it simple, yet effective
- Use the technology, don't let it rule you
- Using laptop presentations for selling; the golden rules
- Avoiding typical problems when using e-mail to distribute your slides

Getting Results

- The art of persuasion
- Encouraging audience interaction
- Achieving your goal
- Motivate the audience into action
- Finishing positively

