



PRESENTATION SKILLS FOR SALES PROFESSIONALS

TRAINING

Adult learning theory states that lessons need to be applied and evaluated by adults for optimal learning. We integrate this theory into our training by incorporating individual exercises, role-play, skill practice, videotaping, coaching, and evaluations.

This **two-day workshop** focuses on all the skills a sales person needs to take their presentations to the next level. This workshop will have examples and exercises that are real life.

OBJECTIVES:

PARTICIPANTS WILL:

- Improve their speaking skills by focusing on their individual style and strengths
- Build confidence
- Understand how to assess the audience through appropriate questioning techniques
- Meet customer needs and offer appropriate solutions
- Improve their delivery skills
- Learn to eliminate filler words and sound more professional
- Develop and present more compelling presentations
- Utilize techniques for controlling nervousness

PRE-ASSIGNMENT:

Each participant will be asked to bring a seven to ten minute sales presentation to the workshop. They will fine-tune this and be videotaped presenting it at the end of day two.

COURSE CONTENT:

- **Impromptu Speaking** -- Participants practice and learn techniques to enhance their ability to think on their feet and respond appropriately in impromptu situations.

Exercise: Thinking on your feet.

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- **Setting Objectives/Assessing the Audience** -- We examine the “who, what, where, when, how, and why”. Based on the answers to these six questions, we set objectives for the call, determine the appropriate tone and style, and which key points to emphasize in the call/presentation. We focus on showing the audience “What’s In It for Me”.

Exercise: Setting objectives prior to the call

Exercise: Building rapport with your audience

- **Audience Participation** – After setting call objectives, it is imperative to determine what questions need to be asked and what information needs to be gathered to meet those objectives. This module covers the tools and techniques for getting audience participation and “buy-in” through the use of demonstrations, properly asked questions, listening, and other interactive techniques. Throughout the training the facilitators model a variety of methods for gaining audience participation and getting them to “yes” in the sales process.
- **Effective Use of the Voice** - Participants understand how and when to use differences in tone, volume, pitch, rate, and the appropriate use of pauses. Techniques for projecting an articulate voice and eliminating filler words are included. We show how the voice can be one tool to make a presentation more compelling.

Exercise: Articulating for clarity.

Exercise: Just a minute – eliminating filler words.

- **Gestures and Movement** – Many presenters are glued to one spot or move around so much that they make the audience uncomfortable. We demonstrate the effective use of movement as well as natural, but effective gesturing. Participants discuss various nervous gestures that presenters often possess and we discuss techniques for eliminating these habits. We also practice appropriate gestures for a sit down sales presentation.

Exercise: Moving out of your comfort zone.

- **Presentation Content** - The ABC’s of preparing a presentation that includes a storyboarding technique which is effective in organizing content and staying within time frames. The participants learn how to shorten or lengthen the content based on customer needs and to make the content more compelling by tuning into the audience and what is important to them. Emphasis is placed on sending clear, concise messages that are geared



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directly towards customer needs. The message can be supported by examples, stories, and/or support material. We emphasize “less is more”.

Exercise: Storyboarding – participants work as a team to create a targeted sales presentation in just 15 minutes.

- **Opening and Closing with Impact** -- Participants are taught the key to creating an opening that grabs the audience, establishes “buy-in”, and inspires them to listen! It is recommended that each call starts with a summary from the previous call to ensure everyone is on the same page and heading in the right direction.
- We also emphasize the importance of closing with a specific action step that is tied directly to their objective. We brainstorm the most effective choice of words to use for each type of close. The focus is on moving the call to the next step.

Exercise: Opening with sizzle.

Exercise: Closing for action.

- **Use of Visual Aids** - Tips and techniques for using PowerPoint and developing slides that create impact and **emphasize key points only**. This includes dos and don'ts for PowerPoint; as well as an analysis of slides currently being used. PowerPoint should be used as an enhancement to the call and not as a crutch. Only slides that apply directly to the customer's needs should be used. Participants also practice working with these tools to make a positive impact on their audience.
- We will also include tips on how to use marketing materials. And how to conduct a powerful call using no PowerPoint at all.

Exercise: Less is more – participants take an existing PowerPoint deck and apply the techniques we discussed to pare down their slides and make them more compelling.

- **Handle Questions Like a Pro** – Participants learn how to handle questions and effective techniques for passing questions to someone else. We also discuss techniques for dealing with questions when the person does not know the answer.

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Exercise: QLR's (question lighting rounds) – participants will work in small groups to create and practice question and answers. Each person will get a chance to be in the “hot seat” – not to worry this is fun and we create a safe environment.

- **Handle Objections** – Participants learn how to handle objections and turn them into selling opportunities.

Exercise: Common objections are listed on note cards and participants handle them and then receive feedback.

- **Addressing Nervousness** -- In this module, we will diffuse the thoughts and emotions which feed the fear of public speaking. Participants also learn tools and techniques for controlling nervousness before and during a presentation. This might also include material on positive self-imaging.

Exercise: Facing your fears.

- **Presentation of Prepared Assignments** -- Each participant will bring a presentation topic to the workshop. These presentations can be fine tuned throughout the seminar, based on individual styles and skills learned. The presentations are given to the group at the end of the session and they are video taped. Verbal and written evaluations are given upon completion. Each participant is assured of his/her areas of strength in speaking, and is given two specific areas of opportunity for improvement in their presentation development and/or style.

Closing Exercise: Gift giving - a very powerful way to send each person off with increased confidence by knowing their gifts and strengths as a speaker.

FORMAT:

- The modules are very interactive and include practicing each skill in a fun and relaxed atmosphere.

CLASS SIZE:

- Suggested maximum: 8-12 participants per session.
- The workshop is also effective with smaller groups.



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EXPENSES

The Training Edge, LLC will be reimbursed for all reasonable travel expenses for airline and ground transportation, hotel accommodations, meals, parking, tips and shipping of materials.