

Contemporary Sales Messaging



Let's face it. Delivering an effective presentation today is different today than before. Our audience (i.e., Customers') expects more, in less time, and with greater impact. Today's presenter needs to be more flexible and adaptable when delivering any sales message or presentation. It begins with effective planning; choosing the right delivery method, outstanding and appropriate content, engaging the audience early and often, while leveraging technology successfully. It can be ineffective and frustrating without the right skills. This workshop leverages the sales professional's current information and skills learned to handle themselves in advanced

customer interactions. The program puts the participant in contemporary situations where even the best experienced presenter can be challenged. Even the most seasoned sales professional walks away with new energy, awareness, and confidence to deliver contemporary sales messages with impact.

Agenda:

Engage

Persuade

Inspire to Act

Each participant rotates through three sessions focused on one of three contemporary environments that are typical for the Sales Professional. The participant is videotaped during each of these sessions, ending the two-day period with a final customer sales presentation which is also videotaped and critiqued. "TED Talks", "Shark Tanks", and "5 minute impromptu" presentations are the three unique, demanding opportunities that reflect the modern need for effective communication. Time is allotted for participants to share best practices and learn from each other.

- **What is a TED Talk?** TED is a recognized credible platform for delivering presentations that has created a strong trend of active viewers and followers devoted to Ideas Worth Spreading. TED Presenters speak in an environment where they have been invited to share an idea that creates excitement, inspiration, or action. The TED "Talker" is known for their ability to engage their audience through powerful storytelling, messaging, and leveraging techniques for impact. Participants will spend time developing and delivering their 'story' specific to their unique sales situation.
- **What is the Shark Tank?** Based off of the hit TV show, Shark Tank presenters are asked to present a concept or product to a group of potential investors with the hope and intention of getting these "sharks" to invest in the idea. Presenters need to navigate through, often intense questions and objections in a powerful way that moves the audience forward. Participants will be challenged with specific objections and questions that were previously collected and are unique to their environment to see how well they respond.
- **What is an Impromptu?** An impromptu presentation is an opportunity to deliver an intentional message without necessarily being planned, organized, or rehearsed. We beg to differ. While the opportunity, itself, may not be expected, we help create the skills necessary to delivery an effective conversation that produces desired results. Participants will create and deliver several impromptu conversations that reflect real situations experienced everyday.
- **Final Presentations** Participants will deliver a Customer Presentation that includes the core lessons and suggestions that were previously covered. Questions and common objections will be used to create a realistic environment. Participants' evaluations will also include feedback on their ability to accurately answer questions and effectively manage objections.

Succeed at
**QUESTION
MANAGEMENT**
and master
**OBJECTION
HANDLING**

