

# THE IN-HOUSE TRAINING COMPANY

## Persuasive sales presentation skills

### Overview

This very practical workshop has a simple objective: to help you prepare, design and deliver persuasive sales presentations.

### Training objectives

This programme will help you:

- Use a proven, structured tool-kit when designing and developing presentations
- Benefit from short cuts and best practice when designing and using Powerpoint presentations
- Select the right information, examples, exercises and activities – and use them well
- Prepare and structure a presentation or session appropriate to the audience, and to best achieve your objectives
- Maintain audience or group interest
- Develop and practise presentation skills to improve your voice tone, speech power and body language
- Use practical methods to control nerves and anxiety – develop higher levels of confidence and credibility
- Command a room, hold attention and create a high impact

### Audience

Anyone who has to make sales presentations.

### Format

This is a highly interactive one-day course, focusing very much on learning by doing and designed for a maximum group size of 8. It can be built around your own materials (eg, using your own Powerpoint house style or based around a relatively standard company presentation as part of a sales pitch).

Each element of the course includes:

- High-quality training presentation
- Group exercises and team activities
- High degree of participation and interaction

The course includes regular discussion, planning and other practical exercises to develop and practise the skills and methods presented. The presentations and exercises will be tailored to specific situations from participants' work. The style is up-beat and motivational.

### The expert trainer

Graham has been designing and delivering high-quality training programmes on management techniques, personal development, sales and customer service for many years. A top-performing sales professional, he was Managing Director of Sales Productivity and Development for Thomson Financial, helping develop a large European sales force, and now runs his own very successful training consultancy.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others. In addition he has written over twenty books published in several different countries, including *Companies don't*

*succeed – people do!*, *90 Brain Teasers for Trainers*, *Customer Service Games for Training*, *Sales Training Games*, *Telephone Tactics* and *Working Smarter*.

Known internationally as both a trainer and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from course participants show:

‘Brilliant course, really interesting and very focused to my job role and day to day work.’

‘Took away some very good ideas that I can use every day... good examples too.’

‘Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.’

‘Full of useful hints and tips which I will apply to my job.’

‘Extremely well presented and structured’

‘A very intensive course and a lot of concrete tools provided.’

‘Useful data, tools and insights; engaging and interesting as always.’

‘Very good... contained everything we do on a regular basis and problems we have come across... the exercises made it very interesting too.’

## **Workshop outline**

### **1 Introduction**

- Personal objectives
- Key messages and learning objectives of the workshop

### **2 Persuasive presentation skills**

- What does good look like?
- *Exercise: Characteristics of high/low impact presentations*
- Presenting yourself as a ‘winner’
- The energy / attitude model
- *Exercise: Being a winner*

### **3 Introducing the eight-step model**

- The magic circle
- How to ‘assume the role’ when presenting
- The eight steps

### **4 Step 1 – develop your objectives**

- The five questions that you must answer before preparing your presentation
- Defining your objectives and outcomes
- Creating a first draft
- *Step 1 exercise*

### **5 Step 2 – analyse your audience**

- Doing your homework: audience, event, venue
- Developing a pre-event check-list
- Methods and means for researching your audience
- *Step 2 exercise*

### **6 Step 3 – structure the main body of your presentation**

- Ways to structure your presentation for maximum impact
  - Balancing and managing content and topics
  - Organising your information: 6 options and methods
  - *Step 3 exercise*
- 7 Step 4 – state the main ideas**
- Ways to structure your presentation for maximum impact
  - Your 'one main point' and creating a 30-second summary
  - *Step 4 exercise*
- 8 Step 5 – decide on supporting information, using the toolkit**
- Making your case convincing: ways to support your claims
  - Selecting and using relevant and interesting examples
  - Quotes, case studies and printed material
  - Presenting statistics, tables and graphs
  - Ways of maintaining visual interest
  - Transitions and links, creating a 'golden thread'
  - *Step 5 exercise: Creating compelling stories and anecdotes*
- 9 Step 6 – create an effective 'opening'**
- Claiming the stage and creating a good first impression
  - The three most powerful ways of opening a presentation
  - The five elements of a strong opening
  - *Step 6 exercise: Participants work individually to prepare an opening, focusing on personal introduction, and then deliver to the group, with structured feedback*
- 10 Step 7 – develop transitions**
- *Step 7 exercise / examples*
- 11 Step 8 – create an effective close**
- Signalling and sign-posting; the importance of, and how to do it effectively
  - Five ways to close a presentation successfully
  - *Step 8 exercise / examples*
- 12 Presentation design and Powerpoint**
- Presentation design and Powerpoint
  - An interactive review of participants' own real-life past presentations and advanced tips and techniques on using Powerpoint effectively
- 13 Putting it all together**
- Summary of key learning points
  - Action plan

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