

**Exceptional salespeople know the fastest and most effective way to close complex deals is to win over senior level decision makers with compelling business value propositions.**

And, when you're facing the toughest sales challenges: the biggest deals, the most demanding audiences and excellent competitors, you need more than a generic presentations course.

**Strategic Sales Presentations** is an advanced workshop for experienced sales professionals. Besides the fundamentals of crafting and delivering compelling sales pitches, it incorporates two additional elements: how to express the value of your solution in strategic and financial language that is tailored to the demands and decision styles of senior executives.

## Sales professionals will learn how to:

- Analyze their customer to identify their most pressing needs
- Craft compelling and memorable value propositions
- Structure their pitch for clarity and power
- Adapt their content and style to the information-processing and decision-making preferences of senior executives
- Deliver with "Executive Presence"
- Confidently manage the Q&A, and deal effectively with objections
- Coordinate a flawless team presentation

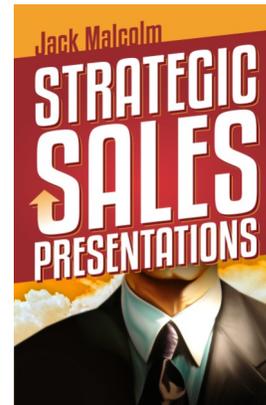
## How will your company benefit?

- A professional, credible sales force that is a key competitive asset
- Stronger relationships at higher levels in your customers' organizations
- Higher win rates
- Shorter sales cycles

## What's different about this course?

- Focused exclusively on complex B2B sales
- Designed for experienced sales professionals
- Expertise and credibility of the instructor

**Based on the  
book!**



## About the instructor

As a sales trainer and consultant for companies involved in complex sales, Jack Malcolm exemplifies what he teaches. Jack has successfully delivered those "leadership moment" sales presentations that can make or break that year's revenue. As the author of *Bottom-Line Selling* and *Strategic Sales Presentations*, he brings extensive credibility and deep knowledge of the art and science of presentations. Finally, as an award-winning public speaker, he leads by example and is a dynamic and engaging teacher.

## STRATEGIC SALES PRESENTATIONS TOPICS

### INTRODUCTION

- Your Leadership Moment
- What's different about strategic sales presentations?
- Audience analysis

Participants will be able to:

- Describe how strategic sales presentations must be different than generic presentations
- Analyze their general audience and individual roles within the customer's decision-making process

### STRUCTURE AND CONTENT

- Developing the theme
- Structuring the message
- Choosing evidence
- Achieving clarity
- Introductions and closes

Participants will be able to:

- Analyze an audience's perspective and needs to develop meaningful presentations
- Use a seven-step process and template for effective presentations
- Plan presentations and speeches that align with clear purposes
- Write and prepare presentations that effectively deploy logic, emotion and personal credibility
- Develop strong openers that engage and maintain attention
- Use language appropriately for clarity and vividness

### VISUAL PERSUASION

- Listener-centered principles
- Multi-media principles that contribute to understanding
- General design principles
- Charts and graphs
- PowerPoint® delivery

Participants will be able to:

- Describe the advantages and limitations of slides as visual aids to presentations
- Create slides that engage listeners and enhance understanding and persuasiveness
- Present complex ideas clearly and simply
- Synchronize smoothly with their slides for polished delivery

### EXECUTIVE PRESENCE

- Projecting confidence and credibility
- Platform skills
- Audience engagement

Participants will be able to:

- Speak confidently and clearly
- Eliminate verbal weaknesses
- Use appropriate gestures, physical presence and eye contact to maintain audience attention and engagement

### Q&A

- Preparing for tough questions
- Differences between handling objections in sales calls and presentations
- Thinking on your feet
- Audience control
- Delivering the answer

Participants will be able to:

- Anticipate 6 possible types of attack and prepare for difficult questions and objections
- Deliver an effective impromptu presentation
- "Defuse" hostile questions
- Confidently frame and deliver responses to difficult questions