



ARIVU
Empower • Innovate • Perform

Unforgettable Sales Presentations (1-day)

This action packed one-day workshop is based around individual sales presentations and focuses on preparation, practice and performance. With ever increasing competition, this course enables you to engage with your audience to support differentiating your company from your competitors and stimulate a more desired reaction from your audience.

During this workshop you will be given the opportunity to work on your own style into a presentation that will be structured around a sales process. You will learn how to make memorable presentations but also how to control the sales process whether you are presenting face-to-face or via video conferencing. Each participant will be filmed and receive feedback from an experienced sales trainer professional. The workshop has limited numbers to ensure feedback and coaching is given to each individual.

This workshop is for delegates who can structure a sales presentation but need to develop a better delivery style in order to engage with the audience and add the wow factor to their pitch.

By the end of this course you will be able to:

- Produce a template for a structured sales presentation.
- Plan and prepare to sell the presentation.
- Add the wow factor to your presentation.
- Demonstrate how to engage your audience by clearly defining the benefits to listen.
- Develop a dynamic delivery style to excite your audience.
- Establish rapport with your audience.
- Understand how to differentiate your presentations with company USP.
- Understand when and how to use multimedia.
- Manage difficult audiences turning objections around.
- Team or individual - how to decide?
- Create a development plan for future presentation

What you can expect to gain:

First Impressions Count

- Establishing credibility and interest: “what’s in it for them” approach
- Creating the right conditions; non-verbal and physical cues

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- Defining and redefining the objective
- Create an introduction that motivates your audience to listen

Panic-Free Presentation

- Good preparation: planning and structure
- Language: identifying words to engage audiences and individual style
- Present a clear and logical case for doing business
- Energy: how to channel nervous energy to positive ends
- Practising the performance in your mind

Dynamic Delivery – Add the wow factor

- Choosing the best available information
- Maintaining interest - keeping the audience 'hooked'
- Stimulating curiosity - the key to motivation
- Power and tone
- Humour
- Silence
- Using notes inconspicuously
- The do's and don'ts of PowerPoint presentations
- Presenting via video conferencing
- Presenting in a team

Establishing Rapport with the Customers

- Understanding your customers - what are they expecting?
- Creating introductions that 'hook'
- How to link your presentations to customers' needs/issues
- Profiling your audience for levels of interest, ability and influence
- Explaining the boundaries and limitations of your presentation

Problems

- Problem buster tips and technique
- Turning objections into buying signals

Personal Development

- Formulating a personal action plan
- Rehearse presentations in a safe and supportive environment

If you require any specific training or coaching skills to suit your specific needs, then we can tailor-make it just for you. Just call us on our number 087 123 76 767 for a chat.

What others have said about these courses:

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“A lot of valuable information was delivered. It helped me gain confidence, and gave me useful tips on how to ensure my target audience are kept entertained”.

Daisy Rodgers, Pow Wownow

To find out more about this course or to enquire about prices, training dates and locations, please contact us on **0871 237 6767 or email us at info@arivu.co.uk**

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