

# Pedagogia Programme Specification

## High Impact Sales Presentation Skills Master Class

**The Problem:** A large number of Sales Presentations are well....simply dreadful. You know it.



You know it when yours is not good enough and you know it when you see colleagues or maybe competitors give poor or sometimes terrible sales presentations. You can recognise all the signs - the long pauses, the sweating, the dry throat, the stumbling, the crowded PowerPoint slides, the hundreds of increasingly irrelevant slides, the audience turning to their smartphones to do texting, talking to their neighbours, or just getting up and leaving! You can see the situation slipping away and feel yourself struggling. You could kick yourself as feel the customer and sale slipping further and further beyond grasp and all hope! So why did it all go wrong? And what to do about?

**The Solution:** High Impact Sales Presentation Skills is a 2 day Master Class which is based on proven methodology to create structured but high-impact and free-flowing, natural sales presentations which get attention and build audience buy-in as the presentation progresses. The Master Class is exhaustive in its range, giving practical help about form, content and style, delivered with extensive notes, breakout sessions, low-risk rehearsals, and coaching and feedback which build increasing capability and confidence over the two days. Participants will return to their organisations with powerful tools, techniques and tips, but importantly a new confidence and capability and hunger which will be visibly noticed by their colleagues, bosses and customers.

**The Approach:** Participants bring their own presentations to the session and work in stages to review, improve, then practice them until they have substantial, visible and tangible improvements in both the content (the 'what') and the delivery (the 'how'). All participants receive extensive guidance, notes and templates based on a methodology that was first developed a number of years ago to help Microsoft sales force improve their sales. Participants then work on their presentations and put into practice the improvements they have learnt. Each presentation is coached and 'critiqued' by the consultant and peer group feedback. Delegates' presentations are interspersed by high-impact breakout sessions to practice themes like conquering nerves, voice control and imposition, body language, etc. Delegates receive a DVD of their own presentation to take away.

**Benefits:** The programme delivers clear benefits to the participants because it equips them to plan and orientate presentations which better match their customers' needs, situation and expectations. Moreover customers will appreciate the pertinence and efficiency of the sales presentations, and the new way of presenting will increase the chance of making the sale.

### Typical learning outcomes:

- Learn how to create dynamic, free flowing, creative presentations which move from 'Death by PowerPoint' to dynamic interactive voyages of discovery
- Create structured, clear presentations with powerful, compelling openings and conclusions
- Getting to 'yes'. How to compose messages and sequence the presentation or customer buy-in
- Control the presentation, questions and environment to give the presentation you want to give
- Learn the secrets of conquering nerves, getting confidence and release your powerful true self
- Practice designing visual supports, using and varying different media
- Develop an authoritative voice; use tone, pace, volume, emphasis to gain attention and interest
- Master question handling and objections. Winning closes

### Target audience:

- Sales people, pre-sales, tech and application sales who have to present to customers

For more information about how we can help your sales force sell better contact :

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