

THE IN-HOUSE TRAINING COMPANY

Presentation skills for salespeople

A fun, practical one-day programme – never to be forgotten!

Overview

We've all sat through far more bad presentations than good ones, but knowing what 'good' looks like is easier than successfully replicating it. Sales presentations are a performance and, as salespeople, fluffing our lines can cost us a lot more than hurt pride.

Having discovered and understood the specific needs and burning issues our prospect has, then this course will help any salesperson avoid dropping the ball and instead wowing their prospects with a high-impact, tailored and compelling case for purchase.

You will learn:

- How to create and maintain energy in your presentations
- How to deliver back perfectly bespoke benefits to your eager audience
- And how to deal with objections and negativity whilst you're in full flow
- This highly interactive course is a toolkit for any salesperson who wants and needs their presentation to be the glorious climax of their sales quest and not the proverbial 'damp squib'.

Workshop objectives

This course will help participants:

- Prepare mentally and physically for stand-up presentations
- Use voice modulation and bullet-pointing to demand attention
- Avoid boring their prospects
- Master the do's and don'ts of PowerPoint
- Deal more effectively with technical hitches and prospect's interruptions
- Use eye contact and engagement to avoid prospects 'tuning out'
- Deploy best practice essentials for presenting with colleagues
- Steer through the toughest Q&A

Who should attend?

This high-impact, very practical, course is suitable for sales professionals at all levels who have to deliver stand-up presentations. It is tailored to the different experience levels of the participants and gives them all the chance to put themselves in the shoes of a prospect being presented to.

It allows the more experienced and successful a chance to further develop and refine their skills and knowledge when negotiating, whilst giving the less experienced vital foundation skills and practical short-cuts.

Format

A very practical, interactive one-day session for a maximum group size of 12.

There are lots of different activities throughout the day, giving participants the opportunity to try new techniques and feel the difference between good and bad practice.

The style is very facilitative and learner-centred, taking into account the needs and preferences of the group on the day whilst at the same time delivering the programme as agreed with the client in order to meet the specified learning objectives.

Special features

The majority of the training we deliver is either tailored or completely bespoke. This workshop can therefore be delivered entirely as advertised, or it can be tailored to your particular requirements, or we can simply take it as a starting point for a conversation with you before we draft a completely bespoke programme for you – the choice is yours. As a rule, there is no additional charge for this service.

Expert trainer

Alun is a very experienced and entertaining deliverer of sales training. After sixteen years of sales and sales management – ten of which were in a telephone environment – he became a professional actor, attending Drama School in 2000/2001. Since 2002 he has become a highly skilled corporate role-player and for the last seven years or so has focused on sales training, using his role-playing experience to make training highly interactive and, above all, fun.

He has trained salespeople in numerous industry sectors and in markets as diverse as India, China, Pakistan, USA, Brazil, Morocco, Thailand, Malaysia and many countries in Europe. He has even written and performed at the Edinburgh festival a one-man show, 'Salesbears!', lampooning the 'boiler room' tactics occasionally found in the telesales industry.

'Stacking the pain has been one of the most effective ways to close a sale for me, whether in person or on the phone, but to experience it within a role play scenario was the trigger to starting using it.'

Mark Collingwood, Director, Digitally Engaged

'He has a calm, unflappable and relaxed yet professional approach and delivers feedback in a clear, concise and sensitive manner... an in-depth knowledge of the sales process which enables him to demonstrate sales excellence (and the opposite if required!) in forum theatre sessions.'

Kate Rees, Owner, KJR Consulting

'Alun demonstrates that you never know it all and equipped with easy "how to's" you can improve the outcome of any sales meeting... I have used his methods over the past 9 months with great success and I have easily won over 10% more business. There are not many things that deliver that return.'

David Millward, MD, Pebble Web Design Ltd

'Alun has been very helpful providing sales advice for myself and some of my clients. The difference that he brings to any training is that he ticks all the important boxes. He is extremely personable, he knows his subject and he can explain and deliver concepts and techniques in an easy to understand manner. His ability to get everyone up to speed without seeming to leave anyone behind in a training session is to be applauded. I continue to use his services and often seek his advice on how to position and explain services that we offer. I have no hesitation in recommending him.'

Angus Grady, Owner of Customeyes Media Ltd

Workshop outline

1 Preparing your presentation

- Mindset
- Knowing your objective(s)
- Vocal warm-up techniques
- Assembling pre-agreed benefits
- Time management
- Room set-up
- Technical preparation

2 How to open your presentation

- Vocal energy
- Summary and agreement of prospect's needs
- How to have posture and confidence
- Use of humour
- What to do with those dreaded hands
- Confident v non-confident body language

3 How to get and keep people's attention

- Bullet pointing
- Linking benefits to specific, stated needs
- Practical exercise – formulating and delivering tailored benefits
- Being selective with features
- Third party reinforcement and case studies
- 'Watering the garden' eye contact technique
- Practical exercise – participants practise 'sharing out' eye contact to audience
- How to handle a prospect's negative body language
- Handling interruptions

4 Presenting in groups

- Credentialing all participants
- Role delineation for group presentations
- Edifying other participants' messages – do's and don'ts
- How to maintain energy when not speaking
- Practical exercise – good and bad practice when not speaking
- Teamwork in Q&A sessions
- How to hand over professionally

5 PowerPoint do's and don'ts

- Use of visual aids
- Good and bad PowerPoint slides
- How to make PowerPoint work for you
- Classic PowerPoint errors
- Avoiding and handling technical problems
- Good and bad flipchart practice

6 Closing and / or achieving next action steps

- Power of summary
- Good Q&A practice
- Handling objections
- Practical exercise – handling objections on one's feet
- Creating consensus among prospect panel
- What to do when prospects disagree with each other
- When to trial close
- How to close on next action steps

7 Wrap-up

- Key learning points from each participant
- Action steps to be implemented on next presentations

Any questions?

Please just give us a call on 01582 463463 – we're here to help!

Or visit www.theinhousetrainingcompany.com