

# Selling4Success: Sales Presentations



*Present your way to sales success in an organized and convincing manner*

## **What You Will Learn**

- Identify areas for improvement during DVD recorded sales presentations
- Learn the four phases that define the sales presentation process
- Master a top sales skill and improve your sales presentations
- Incorporate new techniques in your opening for greater impact
- Learn effective methods for conducting an analysis of your customer
- Study communication techniques to persuade your customer
- Learn how your customers will remember what you say
- Incorporate sales objectives into every presentation foundation
- Understand the decisions customers make in the first seven seconds
- Learn the keys to staying calm before a sales presentation
- Successfully facilitate a question and answer segment in your presentation
- Learn common visual aid mistakes that sales people make
- Learn how to close sales presentations with a memorable message

## **Who Should Attend**

- Sales Professionals and Business Development Managers who want to maximize their selling opportunities
- Sales Managers who want to refine their sales skills

## **Course Duration**

- 14 hours



The ability to present is vital to achieving success in sales. Effective presentations provide the opportunity to communicate your ideas in an organized and convincing manner. Sales Presentations provides salespeople with a formula for success when preparing, developing and delivering customer presentations. Participants will receive DVD video recordings of their sales presentations to identify their presentation strengths and areas to improve.

## **Course Outline**

- **Sales Presentations**
  - Effective Communication
  - Poor Sales Presentations
  - Overcoming Anxiety
  - iSpeak Presentation Process
- **Communication Factors**
  - Using the Right Words
  - Using Your Voice
  - Effectively Using Body Language
  - Communication Filters
- **Preparing Your Sales Presentation**
  - Types of Sales Presentations
  - Define Your Presentation Purpose
  - Conduct a Customer Analysis
- **Developing Your Sales Presentation**
  - Opening a Sales Presentation with CABA
  - Capturing your Customer's Attention
  - Defining and Support the Main Points
  - Closing a Sales Presentation with MAS
  - 3-1-2 Structure Method
- **Delivering Your Sales Presentation**
  - Establishing Credibility
  - Rehearsal Techniques
  - Presentation Logistics
  - Team Presentations
- **Facilitating Q&A Sessions**
  - Types of Customer Questions
  - Preparing for Difficult Questions
  - When to Answer Questions
  - Don't Know the Answer?
  - Maintaining Control and Credibility
  - When there are No Questions
- **Presentation Visual Aids**
  - When to Use Visuals
  - Where to Stand
  - Back Row Comprehension
  - The KILL KISS
  - The Three T's of Visuals
  - Using PowerPoint
- **Evaluating Your Sales Presentation**
  - Effective Evaluations
  - Providing Positive Feedback
  - Providing Constructive Feedback
  - Presentation Coaching
- **Implement to Improve**
  - Continuous Self Improvement
  - Satori Moments
  - Sales Presentation Commitments
  - 21-day Habits
  - Sales Presentation Resources
  - Sales Presentation Tools

..... [www.iSpeak.com](http://www.iSpeak.com)..... [info@iSpeak.com](mailto:info@iSpeak.com) ..... 512.671.6711.....▶

