

# MESSAGE BUILDER™

## For Sales Professionals

Come into the workshop with an idea and leave with a presentation worthy of a *Corporate Ovation!*



Course duration – 14 hours (2 days)

### How you will benefit...

- Bring a current presentation idea and leave with a fully completed presentation and slide deck
- Construct a presentation to be delivered completely in 9-minutes
- Select an appropriate logical model for constructing the appeal to your customer's left brain
- Work with your peers in the evaluation and development of your ideas for engaging the customer
- Create metaphors for use in your presentations
- Create a message aligned with the customers needs & decision criteria
- Practice incorporating interesting and engaging content
- Create a corporate story and deliver it in less than 2 minutes
- Identify how the four levels of visual aids can be used most effectively in your presentations
- Rehearse and deliver a presentation with visual slides to support the message and the purpose
- Bring your laptop!

### Course Topics

- **Purpose, Audience & Timing**
  - 9-Minute Presentations
  - When to use this model
- **The Four Delivery Styles**
  - Delivery styles defined
  - How to select a style?
- **Structured for Meaning**
  - 1 – 2 – 3 Method
  - Answer first
  - Problem and solution
  - Timeline delivery
- **Message Support to Engage**
  - Needs & Decision Criteria
  - Data, research, and stats
  - Audience interaction
  - Metaphors and analogies
- **Corporate Storytelling**
  - Elements of a story
  - Engaging story delivery
- **Four Levels of Visual Aids**
  - Types of visual aids
  - Visual design
  - Flow and timing

### Course Activities

#### Develop the body structure

Using the situation brought to class, each participant will build a storyline for their presentation based on the thinking models taught.

#### Identify and practice engagement

Each participant will work alone and in groups to identify the most effective techniques for engaging their audiences.

#### Construct a corporate story

After learning when and how to use stories, each participant will develop a story to be used in their presentation as engagement of the audience.

#### Develop the visual aids

Creating the visuals will be done with construction of a slide deck on your laptop.

#### Deliver the presentation

Presentations delivered and video recorded for students



### Who should attend?

- Sales Professionals / Managers
- Business Development
- Sales Support Professionals
- Class size is limited to 12

### Who can you contact?

Please call us at 512.671.6711 or email us at [info@ispeak.com](mailto:info@ispeak.com) for more information.