

*First Creation Consulting*



# ***Sales Presentation Skills***

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**First Creation Consulting Ltd**

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### **Pre-course work**

Please bring with you a presentation you are about to deliver or one that you have recently delivered. These will be used for practical exercises during the workshop

### **Workshop Aim:**

- The overall aim of the workshop is to develop the participants' ability to deliver effective presentations that achieve results.

### **Workshop Objectives**

By the end of the workshop participants will be able to:

- Deliver a persuasive presentation in a confident and relaxed manner
- Plan and prepare an effective presentation
- Communicate in a way that maximises the understanding of key messages
- Use visual aids that enhance presentations
- Deliver a clear and persuasive presentation to audiences of any size
- Successfully and confidently manage a Q & A session

### **Workshop Methodology:**

The course is designed to maximise participant involvement and learning. A number of proven methodologies are employed including:

- trainer led input
- group/individual based exercises
- individual presentations using CCTV for record and playback
- individual/group feedback and coaching

## **Day One**

**Start 9:00**

### **Workshop Introduction**

- Introductions
- Workshop aims and objectives
- Personal Learning Objectives

### **Introduction to Effective Presentations**

- Benefits of being a good presenter
- What makes a good presenter?
- Common failings
- Building confidence & credibility
- Feedback – ground rules

### **Practical Presentations Using CCTV**

Participants will be asked to deliver a presentation using the material that they brought with them

Feedback and coaching for improved performance

### **Presentation Structure and Content**

- The purpose
- Audience considerations/expectations
- Objective setting
- Gathering data, logic flow, retaining interest
- The first few minutes
- Structuring for impact
- Review & Rehearsal

### **Practical Presentations Using CCTV**

Participants will be asked to deliver a presentation using the material that they brought with them

Feedback and coaching for improved performance

**Finish 17:30**

### **Review and Close**

## **Day Two**

**Start 9:00**

### **Visual and Vocal Impact**

- Retention and attention
- Audience recall
- Vocal impact
- Non verbal communication
- Working the audience

### **Producing a Persuasive PowerPoint Presentations**

- Designing OHP slides
- How to use visuals
- Pit falls – Do's & don'ts
- Exercise – What works and does not work

### **Practical Presentations Using CCTV**

Participants will be asked to deliver a presentation using the material that they brought with them.

Feedback and coaching for improved performance

### **Managing Q & A Sessions**

- Attitude & emotions
- Techniques
- Process
- Mental dexterity
- Managing difficult people/situations

### **Being Persuasive – Know your Audience**

- Different Audience needs
- Communication styles
- Methods of persuasion
- Getting results

### **Practical Presentations Using CCTV**

Participants will be asked to deliver a presentation using the material that they brought with them. The focus will be on Q & A session or managing difficult people.

Feedback and coaching for improved performance

**Finish 17:30**

### **Review and Close**