

Sales presentations are about persuading, educating and informing the audience, so that they will take action. Excellent ideas alone do not guarantee successful presentations. Success is determined by the structure, style and confidence of the presenter. You can deliver powerful, high-impact presentations by learning where to focus your effort and energy. This training event will teach you how to:

- Understand the audiences' needs and overcome objections
- Construct effective messages
- Maintain audience interest
- Develop engaging delivery skills
- Connect with, and focus on, your listeners' needs
- Manage difficult people
- Handle objections successfully
- Call the audience to action

Who Will Benefit?

Sales people with a minimum of one years experience

Course Outline

- Planning your presentation
- Structure information to create an impact
- Building a selling formula into your presentation
- Understanding your audience
- Dealing with difficult questions
- Dealing with difficult people
- Making visual aids and technology work for you
- Using effective body language
- Capturing and holding attention
- The power of silence
- Project confidence through verbal and non-verbal communication
- Productive use of visual aids
- Profiting from the Q & A
- Deliver a presentation

Duration

2 Days

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