

Winning Presentations – Course Description

Participants:	Sales, pre-sales and technical support, Sales Management (advisable so as to enable ongoing coaching of the sales team).
Time:	2 1/2 days.
Course preparation/logistics:	Each Participant should prepare a 5 minute (maximum) presentation on a current job related subject. These presentations are to be given on day 1 and will be videotaped and critiqued. At the end of day 2 participants will be given time to modify their presentations in line with their course learning. These refined presentations will be given, videotaped and critiqued on the final morning of the workshop.

Course Overview

Winning Presentations aims to take Participants beyond basic presentation skills. Every presentation (whether sales or technical) plays a significant role in ultimately winning contracts. However, those presentations can only be worthwhile if they are positioned for success.

This highly interactive, practical 2 1/2 day course focuses heavily on the human interface between the presenter and his or her audience. In particular participants will delve deeply into the commonly discussed but little known aspect of 'body language'.

Our ability to read and understand the body's unconscious, silent signals or non-verbal communication, is all about **paying attention** to 'actions' that we see but generally do not consciously process. By understanding the meaning of certain critically important body language signals *less time, resources and contracts will be lost.*

When presenting to clients it is therefore vitaly important to understand body language so as to know what people are really thinking and feeling, whether they are speaking or not.

Course Objectives

- Understand the difference between a presentation's 'purpose' and it's real sales 'objective'
- Position the presentation for winning the sale
- Manage the human interface, especially the 'body language' of both presenter and audience

Introduction

- The 3 phases
- Purpose vs. objective

Business drivers, need satisfaction and value

- The 3 critical elements for winning:
 - Compelling need
 - Business value
 - Politics

The human interface

- The brain
- Listening preferences
- Change tolerance
- Initial greeting
- Posture
- Proxemics
- Body language