

MentorTraining

Corporate Computer and Soft Skills Training
Improving productivity and job satisfaction since 1987

Sales Presentations

Communication Series

Description:

Effective presentation skills are essential to Sales. The skills required for Sales presentations are broader than most other disciplines within an organization, and can vary depending on the phase of the Sales process. A Salesperson can use a presentation to create a good first impression, build relationships, identify needs, address objections, or close a deal – very different and sometimes conflicting objectives. Some people are more natural at it than others, but with a combination of knowledge, practice and coaching, anyone can strengthen and develop her or his abilities. This course provides insights and practice for more effective Sales presentations.

Course Length:

Two days: 8:30 AM – 4:30 PM on the first day; 9:00 AM – 4:00 PM on the second.

Course Methodology:

Facilitators use a variety of training methods for each workshop, including pre-work assignments, large and small group discussions and practice, individual work and rehearsal, assessments, small group exercises, video recording and review, and simulations for role-play. Readings that are applicable will be distributed prior to some workshops.

Customization will be based on information provided by the human resource department or the individual department prior to the workshop. These will be interactive workshops with a 40/60 split between concept/theory and practical application of skills discussed.

Class size should be kept under 16 so each participant will have the opportunity to gain techniques for the types of situations they deal with or expect to encounter.

Learning Objectives:

As a result of this workshop, participants will:

- Learn and review general best practices for presenting
- Learn and practice presentation skills specific to Sales
- Understand how to modify presentations based on the phase of the Sales process
- Practice and refine an actual presentation s/he intends to deliver
- Record and receive constructive feedback for two presentations each
- Identify your key strengths as a presenter
- Identify areas which challenge you as a presenter
- Gain techniques for giving constructive feedback to colleagues
- Understand the importance of continuous self-evaluation as a presenter

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Course Outline:

Pre-work: Each participant prepares and brings a small presentation (perhaps a segment of a larger one) that s/he will deliver to the group on the first day. We recommend each participant use an actual presentation, and further that this be a presentation s/he finds most challenging or most desires to improve.

Day 1-

8:30 AM: Introductions, Learning Objectives and Agenda

8:45 AM: Presentation Best Practices

9:45 AM: Presentation Practice, Recording, and Constructive Feedback

12:00 PM: Lunch

1:00 PM: Sales Presentation Skills

Knowing Your Audience
Identifying Your Purpose
Key Words and Messaging
Attitude appropriate to Purpose

1:45 PM: Presentations Appropriate to Sales Phase: Introductory, Middle, Closing

(After an introductory lecture, small groups are formed to share best practices for each Sales phase. Each small group then presents to the large group in the style of that Sales phase.)

Introductory Presentations

- Attention getters
- Creating strong interest
- Building the relationship
- Opening the dialogue

Middle Presentations

- Encouraging and managing dialogue
- Needs finding
- Exploring and handling objections

Closing Presentations

- Building a strong, compelling case
- Influencing and convincing your audience
- Motivating your audience to action

4:30 PM: Closing Day 1

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Day 2-

9:00 AM: Topics Specific to the organization's Sales Team, tbd... (Mentor will need further information to identify topics specifically needed by the organization's Sales Team, e.g. cross-cultural and/or other diversity issues associated with international Sales, presenting technical information to non-technical decision makers, collaborative presentations with other organization team members.)

10:30 AM: Presentation Workshop: Participants break out into pairs to refine and rehearse their final presentations based on all of the feedback and learning to this point. Instructors float among pairs to answer questions and help participants as needed.

12:00 PM: Lunch

1:00 PM: Final Presentations, Recording, and Constructive Feedback

4:00 PM: Closing Day 2

Instructors provide the organization's Sales Team with constructive feedback as a group executive delivers brief, encouraging message to the team

Post-Workshop follow-up:

Participants will be asked to complete an impact evaluation, 6 weeks after the conclusion of the program, to determine whether they feel the training was valuable to them and whether they were able to use the concepts discussed when they were back in the workplace.

About the Instructors:

Maria Pribyl has been a professional corporate instructor and consultant since 1991. She specializes in conducting fun and interactive educational experiences. Maria's instruction philosophy centers around helping clients discover and use tools and skills to more effectively accomplish their goals. Her enthusiasm, professionalism, and customer orientation show clearly in her teaching style. Maria has a Bachelor's degree in Finance from Santa Clara University. She has 5 years of experience with Toastmasters International accomplishing the highest award, Distinguish Toastmaster (DTM), within 4 years of membership. She was also a Division Governor responsible for the success of 33 Toastmasters clubs in Silicon Valley.

Kevin Martin is the President of Mentor Training and a Senior Facilitator at the Stanford Graduate School of Business. He brings over 17 years of Sales presentation experience in the management consulting, private equity, technology, and training industries. Kevin possesses a deep knowledge of and keen appreciation for employee development and the skills necessary to succeed at every career stage.