

## High-Impact Presentations

A one-day course designed to help field salespeople and technical experts gain the skills they need to develop and deliver an effective and powerful sales presentation.



**Program Length:**  
1-Day Session

**Who Should Attend:**  
Salespeople and Technical Experts at all levels who need to present; their managers and supervisors.

**Course Materials:**  
\* Facilitator Guide  
(includes one complete copy of the Participant Guide)  
\* Participant Guide  
\* Training Materials CD-ROM with Microsoft PowerPoint presentation  
\* CD-ROM with 60-minutes of audio facilitator information  
\* Wall Chart  
\* Presentation Folder  
\* Case Study

To Order Call Toll Free  
866-469-8528

The term "Sales Presentation" conjures up the image of a salesman with sweating palms, knocking knees and squeaky voice addressing a committee of scowling senior executives impatiently checking their watches. It may also drum up an uncomfortable image of a presenter with a disengaging monotone and too many Power Point slides in a hot and stuffy room. But sales presentations don't need to be this way, they can contain well designed and paced visuals and engaging presentation techniques to capture and keep the audience's attention. Sales presentations can include executives at rapt attention, and a comfortable, relaxed and in-charge salesperson presenter. The techniques required to turn the truly excruciating meeting into the highly successful sales presentation are contained in our course ***High-Impact Presentations***.

High-Impact Presentations is an interactive, facilitator-led training workshop designed to educate sales professionals on the art of a truly good, well-received and effective sales presentation. This workshop is centered on a customizable case study and a series of sequential steps to preparing and delivering a world-class presentation. The workshop features a five-step presentation model, and the tools and techniques used by professional presenters. Upon completion of this course participants will have mastered five primary skills:

1. Techniques and methods to develop a presentation
2. How to customize a presentation for a particular client or customer
3. How to incorporate and use interactivity during the presentation
4. Methods to make the presentation memorable
5. Techniques and practical, down-to-earth instructions on how to deliver a successful and powerful presentation

### High-Impact Presentations Session Objectives:

1. Introduce you to the 5-step High-Impact Presentation model
2. Identify ways to develop your presentation
3. Learn how to customize the presentation for a particular customer or client.
4. Learn to incorporate interactive elements into the presentation.
5. Make your presentation memorable and actionable for the audience.
6. Deliver a successful presentation that meets your objectives.

If you have ever cringed or winced when you heard one of your salespeople announce they are scheduled to make a formal presentation, ***High-Impact Presentations*** is the course for your organization.

**Business**  
■ **Performance Group**

## Course Agenda

### Welcome!

- \* Review session objectives
- \* Explore the participant's and company's goals for the day
- \* Discuss the secrets of field sales
- \* Find out what the group's likes and dislikes about making presentations

### High-Impact Presentations Step 1: Developing the Presentation

#### Preparation

- \* Explore the differences between an educational, sales, bake-off, problem solving or technical presentation
- \* Discuss what types of presentations the group will make. What are the differences?
- \* Develop an understanding of the audience and how it affects your presentation
- \* Learn the impact of the schedule you are given – and how to allocate your time
- \* Determine the location, and how you should use location to your advantage
- \* Create your goals – and the customer's goals – for the presentation

#### Key Points of Your Product or Service

- \* Develop the key points for your presentation using the features, functions and benefits of your product or service
- \* Rank the importance of product attributes by excitement
- \* Perform a skill- builder on your product or service

#### Development

- \* Using the power of arguments, identify the three key points for your presentation and place them in priority order

### High-Impact Presentations Step 2: Customizing the Presentation

#### Status of the Sale

- \* Learn how to determine where the buyer is at in the sales cycle
- \* Incorporate sales cycle information into your presentation

#### Timelines

- \* Use a buyer's timeline to tailor your presentation effectively

#### Business Proposals and Closing Statements

- \* Determine a powerful business proposal – customized for your audience
- \* Create an effective and memorable closing statement

### High-Impact Presentations Step 2: Customizing the Presentation (Continued)

#### Needs and Risks

- \* Identify the unique needs and business risks faced by individual audiences and how to address these issues in your presentation

### High-Impact Presentations Step 3: Incorporating Interactivity

#### Questions

- \* Explore ways to engage your audience with great questions – questions to test ideas, summarize, bring out opinions, suggest action and call attention

#### Demonstrations and Props

- \* Learn how to incorporate demonstrations and props into your proposal – when to use

#### Sales Collateral and Handouts

- \* Customize sales collateral and handouts for each audience using these easy-to-accomplish, no sweat ideas
- \* Determine interactive elements for your presentation

### High-Impact Presentations Step 4: Making It Memorable

#### Opening Statements

- \* Craft opening statements to kick your presentation off in high gear

#### Action Statements

- \* Use a powerfully motivational action statement to advance the sales process

#### Analogies

- \* Draw on the human mind's reliance on analogies to create action-oriented images

#### Reference Stories

- \* Show other companies solving their business issues using the salesperson's products and services

### High-Impact Presentations Step 5: Delivering for Success

#### Delivery Skills

- \* Learn how to pause, park your hands and make eye contact for effective presentations ... then practice during this session

#### Presentation – Verbal and Visual

- \* Organize your presentation using a Presentation Folder, create effective overheads and present!

## Course Facilitation

Facilitators play an important role in the *High-Impact Presentations* course by leading participants through a series of role plays, lectures, exercises, and small and large group discussions. Facilitators are judged during this course on the quality of their presentation. To assist the facilitator, the comprehensive Facilitator Guide is divided into three key sections, making it easy for your facilitator to prepare for and deliver this course.

### Facilitator Guide Components

#### Section One: Pre-Session Materials

This section contains information to aid in the preparation and planning for the training session. It includes:

- An overview of *High-Impact Presentations*
- Thoughts on how to determine the participants' learning needs
- Possible session agendas
- Checklist of items to complete before the training session
- Pre-session e-mail for participants and their managers

#### Section Two: Conducting the Session

This section contains materials to aid in the delivery of the training session. Each learning objective is outlined in detail. A time table is included as well as tips on what can be done to be better prepared. Additionally, copies of PowerPoint slides from the session are included to make the presentation easier to facilitate. The materials have been designed with a "Notes" section on the right-hand side of each page, allowing the facilitator to add personal thoughts and ideas to the presentation.

#### Section Three: Participant Materials

A complete copy of the Participant Guide is included with the Facilitator Guide. The facilitator may use this copy to add notes and answers that will help in facilitating a smooth training session.

#### Section Four: How to Customize the Case Study

The course includes a case study for the facilitator to use. When the course is held for salespeople from the same company, the facilitator may want to customize the case study using the company's product or services. This section of the Facilitator Guide explains how to create a custom case study for use during the course.

#### Training Materials CD-ROM

The training materials CD-ROM contains printable files of the overheads, a "Certificate of Learning", the PowerPoint presentation and reproducible masters

#### Audio CD-ROM

The audio CD-ROM includes a 60-minute presentation to introduce the core concepts included in this workshop

#### High-Impact Presentation Wall Chart

A wall chart is included to reference during the course.

### Participant Guide Components

#### Participant Guide

Designed as a resource booklet for the sales representative and arranged in workbook format, the Participant Guide is intended to facilitate interaction during the workshop and to serve as an on-going "after the session" resource for the attendee.

#### Presentation Folder

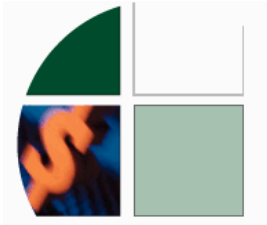
The Presentation Folder is used during the session to organize, create and deliver a presentation. Presentation Folders can be used by the salesperson during their actual, on-the-job presentations.

#### Case Study

The Case Study is used throughout the course to develop the concepts and organize the role plays. The Case Study may be customized by the facilitator.

# High-Impact Presentations

A one-day course designed to help field salespeople and technical experts gain the skills they need to develop and deliver an effective and powerful sales presentation.



High-Impact Presentations is based upon the 5-Step Presentation model.



## Pricing:

**Facilitator Guide**  
\$ 895.00

**Participant Guide**  
\$ 78/each

On-Site Facilitation, Customization and Public Courses are available; please call your Training Consultant or 1-866-440-5970 for more information.

## Other products in the High-Impact Series:

- \* High-Impact Telephone Sales
- \* High-Impact Field Sales
- \* High-Impact Customer Service
- \* Leading High-Impact Sales
- \* Leading High-Impact Sales – Distribution and Dealer
- \* Selling Services in a Product World

High-Impact Presentations is based on the premise that a salesperson who can say the right things which are customized to the audience, and use good presentation techniques, can stand head-and-shoulders above the competition. The job of the salesperson presenter is to be genuine, engaging and memorable.

As salespeople become more and more the critical product experts, buyers rely on them to present and deliver information in an understandable and interactive way. The 5-step High-Impact Presentation model will help your salespeople develop their presentations; customize them for each audience; incorporate engaging and easy-to-do interactivity; make it memorable and actionable; and learn delivery skills that guarantee success.

Do you need **High-Impact Presentations** skills in your sales group?

- Do you cringe when your salespeople say “Boss, I need to give a formal presentation to my customer?”
- Do you have technical experts’ present for you – smart and knowledgeable employees, but not trained in presentation techniques?
- Do you have independents that represent your product, and you’re not sure they present your product or service effectively?

If yes, you need **High-Impact Presentations**!