

Content

Planning and preparation

- clarity of purpose
- getting to know each member of the audience, and what they want
- developing persuasive content;
 - points of difference
 - planning the structure and sequencing; who does what
 - visual aids, equipment, supporting materials
- the power of anecdote and case studies
- options for venue and room layout
- positive thinking; preparing for the unexpected

Persuasive delivery

- reminder of core presentation skills including linkages, summarising and repetition
- key messages for emphasis
- building credibility and rapport
- understanding customers' issues, problems and opportunities
- replaying their needs in their language
 - positioning solutions that will meet the customer's needs
- product demonstrations, marketing collateral and technical literature
- handling questions, especially concerns about risk and cost
 - closing with impact.

Sales Presentations

Sales

This is an advanced programme for anyone involved in the sales process who has already mastered the mechanics of presentations and has a degree of comfort when addressing groups. In just two days we will help you to develop advanced skills in preparing and delivering powerful and persuasive sales presentations designed to improve your win ratios.

If you are part of a team preparing an important bid, proposal or business presentation at the moment, call us now, even at very short notice, and we will endeavour to facilitate a timely event exclusively for your team.

Benefits

By the end of the programme you will be able to:

- understand your audience and what will capture their attention
- prepare powerful and persuasive sales presentations
- work out the compelling points of difference in your sales presentation
- deliver a winning pitch with passion and credibility
- handle difficult questions and inscrutable customers.

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Approach

The programme is hands-on, with participants making at least three presentations, and highly responsive to the different needs of each group of participants. Our facilitators are highly experienced in making sales presentations and will facilitate extensive peer and one-to-one feedback to each individual.

In-company programmes run for bid teams involved in specific bids may vary the content, with time allocated for 'building the story', the team plan and rehearsals.

Who should attend?

All those who participate in preparing or making sales presentations to customers' decision-making teams. Participants may range from sales directors through to technical specialists. If you are part of a bid team, we recommend taking the programme in-company to build a cohesive and persuasive pitch.

This programme is not recommended for those new to making presentations. Our Professional Presentations programme is an ideal first step for those with less experience or no formal training.

Programme information

Duration: Two days

Price: £725 (excluding VAT)

Dates and locations:

2nd - 3rd June 2008 • London

23rd - 24th September 2008 • Midlands

10th - 11th March 2009 • Surrey

For further details please call

John Baldwin on 01306 621600.

"The main thing I enjoyed was the fact that the workshop was interactive with plenty of really helpful feedback."

Mark Douglas,
American Express Business Travel