



Sales Acumen

Presentation Skills Workshop



Take the guesswork out of sales & sales management

Presentation Skills Workshop



- The presentation is a critical inflection point in the sales cycle—embrace it.
- Your presentation needs to be clear, concise, and credible.
- Preparation, anticipation and practice increase your comfort and results.

Present a Competitive Advantage

Helping Sales Management Succeed

Client presentations—around-the-table or stand-up in front of a group—are part of every sales process. This inflection point in the sales cycle is your opportunity to validate that your solution exactly meets your client's needs; and delivers the knockout blow to the competition. Important? There's little that happens that's more important than this.

Overview

Presentation Skills Workshop provides an understanding and blueprint for success of formal and informal presentations, enabling you to clearly, concisely, and credibly present your solution, seek its deficiencies and end with agreement that it completely meets the client's needs. Salespeople gain understanding that even superior solutions with price advantages can lose if their solution is not presented properly.

Participants learn tactics for managing the environment, presentation team, client attendees, materials, and customer interaction. They anticipate and seek out areas of weakness in their solution, and how to use those to strengthen their solution and close the deal.

Why you should attend?

Presentation Skills Workshop is designed for sales, sales support, and their management, responsible for presenting high value solutions.





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Your presentation needs to be clear, concise and credible.

- Are you fearful of the presentation and do your best to avoid it?
- Do you know what the presentation is to accomplish, what success looks like, and what the next step is going to be?
- Have you lost an opportunity when you had a superior, lower priced solution?
- How do you cover everything you need to cover in the allowable time?
- Do the presentation participants—influencers, recommenders, and decision-makers—agree on the issues, results and value of the solution they need?
- Do you get great feedback on your presentations (the attendees ask you to send them an electronic copy) and you still lose the deal?
- Do members of the presentation team disappoint you in their content, materials, attitude, or the way they handle client questions?
- Do you know when and how to discuss price so that your margins are not eroded and you don't lose credibility with the client?

What you'll learn?

In this two-day Presentation Skills Workshop, you'll learn to:

- Listen, probe, and present in an interactive and purposeful communication.
- Develop agendas and appropriate visual aids.
- Organize for clarity and positive impact.
- Open the presentation in a manner that develops rapport, trust and receptivity.
- Present your ideas and information with confidence and credibility.
- Make the presentation interactive and "real."
- Anticipate, encourage and deal with tough and challenging questions.
- Adapt your presentations for different audiences, time, venues, and content.
- Validate the client's needs, expected results and the value of the solution.





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**Control your
destiny of
someone else will.**



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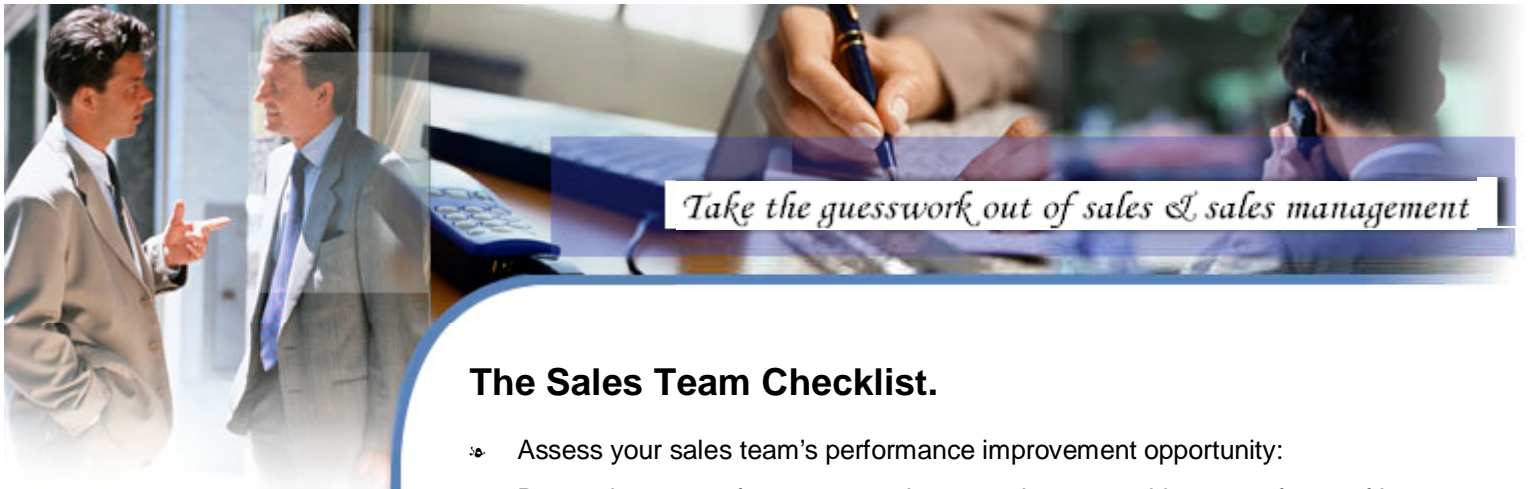
How the sales team member and their organization will benefit?

The Presentation Skills Workshop will enable participants to take the guesswork out of closing the solution sale. They will be able to validate that their solution exactly meets the client's needs. They will learn not to fear the presentation, but to embrace it for the advantage they can gain and the damage they can inflict on the competition.

Workshop Topics

- Start with the end in mind (know what you want to accomplish before you make the presentation).
- How clients hear, listen, retain and gain understanding of information.
- Defining presentations, how and when they fit in the sales cycle, how they differ from sales calls.
- Preparation.
- Stand-up and around-the-table presentations.
- Support from visuals.
- Team presentations.
- The environment.
- The use of handouts.
- Role of management.
- Internal presentations.
- How to validate that you are proposing a solution that exactly meets the clients needs..
- When and how to discuss price.





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**Be confident in
your ability to sell
solutions in
today's dynamic
environment.**

The Sales Team Checklist.

- Assess your sales team's performance improvement opportunity:
- Do you have a performance gap in your sales team with 20% or fewer of its members generating 50% or greater of your sales?
- Is sales productivity staying constant or declining?
- Are you missing sales forecasts because of unexpected delays in the sales cycle?
- Do you have members of your customer-facing team (technical consultants, customer and field service, administrative, or management) that do not feel prepared to deal with customer sales.
- Based on your historical closing rate, do you lack qualified prospects to insure you beat your sales targets.
- Have you lost a key customer to the competition?
- Are you experiencing pricing pressure that is eroding your margins?
- Are your salespeople having difficulty getting appointments with decision-makers?
- Do you know all you need to know—about your customer's needs, desired results, decision-making criteria, and values—to propose a solution that exactly meets their needs?

Whether you are new or experienced, are in direct sales or sales support, have attended your company or other sales training—if you answered "yes" to some or most of these questions, you have a high probability of being able to significantly and immediately increase profitable sales by developing Sales Acumen.

For a free consultation, email info@salesacumen.com or call (714) 612-1511 to discuss your situation further.

