

ELAvate Sales Presentation Skills – The Platinum Standard

Agenda for the Two-Day Workshop with at least 8 Presentation Practices

DAY 1

INTRODUCTION: SELLING, INFLUENCE AND PRESENTATIONS

- Purpose, Process Payoff
- The What Why and How of ESPS Learning
- ESPS Coaching to Grow Your Presentation Effectiveness

YOUR BENCHMARK PRESENTATION

(Video Recorded, Feedback and Review)

PLATFORM SKILLS THAT DELIVER IMPACT!

- You are a Thermostat not a Thermometer!
- How We Communicate
- C³ Connect, Control and Communicate for Audience Involvement
- Practice C³ Skills with Participants
- Align Voice and Visual Energy: Volume, Inflection, Pace and Face
- Using Gestures and Body Language Effectively
- Action Presentation (Video Recorded, Feedback and Review)

PRESENTATION ENHANCEMENTS

- Overview of Enhancements
- Advantages and Disadvantages of each
- Enhancements Presentation Practice (Video Recorded and Review)
- The Poet's Gift Habitude Video – Insights of Great Presenters
- S.U.C.C.E.S.S, Churchill Recipe for Impactful Sales Presentations

ORGANISE YOUR MESSAGE

- Define My Sales Presentation Objective
- What Can I Learn from KAS and Apply to Sales Presentations?

ANALYZE YOUR AUDIENCE

- Analyze Your Audience Demographics
- Determine Audience DISC Style, Needs & Concerns – Learn from CSS!
- Personal and Organizational Needs
- Is the Audience Indifferent, Skeptical, Misinformed or have Concerns?
- Seated Presentation Practice

YOU ARE THE DRIVER, THE AUDIENCE THE PASSENGERS!

- Building an Agenda for Presenting – Formulating the Journey
- Honor Adult Learning Styles with Activities
- Your Learning Style Quiz
- Open with Impact – Be Unpredictable!
- Practicing Your Seated Presentation – Share your Agenda and Activities

THE 21 INFLUENTIAL LAWS OF SALES PRESENTATIONS

- Reading and selecting laws for you to improve
- Read as Homework

DAY 2

CREATING AND PRESENTING EFFECTIVE VISUALS

- Different Types of Visuals and How to use them
- Learn to Create and Present Effective Visuals that Communicate
- Learn to Present Power Point, Visuals, Flipcharts for Clarity and Impact
- The Three R's of Presenting Visuals
- Making Transitions
- Three R's Presentation Practice (Video Recorded and Review)

KNOW THY SELF – YOUR DISC SALES PRESENTATION STYLE

- Your DISC Presentation Style Profile
- How Your Style Affects Your Presentation
- Preparation of Sales Presentation Slides and Practice
- Warm up and Nervousness
- Voice Face Body Gestures
- Pace and Timing
- Practice Presentation – My DISC Presentation Style or Present a portion of a KAS Account (Video Recorded and Review)

YOUR AUDIENCE DISC STYLES AND USING THE ROOM

- Presenting to Different DISC Personalities
- Review how they enjoy receiving information and communicating and what turns them off
- Capturing Audience Attention using DISC
- The Four Slides You Must Always Have!
- What about the Facilities, Room, AV and Audience Seating?
- What about the Room and AV equipment?
- What about Presenting to Large Audiences?

INTERACTING WITH THE AUDIENCE

- Ground Rules up front
- Prepare for and Pre-empt Possible Audience Needs, Concerns and DISC Styles
- Practice Presentation to Full Group – Pre-empt Concerns! - Head off One Concern or Need
- What Questions will they ask?
- Practice Handling Q&A (Video Recorded and Review)
- Getting Audience Buy in and Involvement
- Take and Repeat Questions
- Practicing Handling Difficult Questions
- Presentation Practice – Handling Questions (Coached Video Taped, Group Feedback, Review)

VIRTUAL PRESENTATIONS

- Discussion on similarities and difference of Face-to-Face and Virtual Presentations
- Best Practices for Preparation, Developing Content, Using Technology and Delivery
- 4 Skills for Virtual Audience Involvement
- Presentation Practice for Virtual Presentations

PULLING IT ALL TOGETHER – YOUR FINAL SALES PRESENTATION

- 6-8 Minute Presentation
- 5-6 Slides
- Use the ESPS Coaching Sheet across +14 Skills Learned
- Video Taped, Feedback from 3 workshop observers and coach using EPS Coaching Sheet Scores

WRAP UP AND RECAP

- Your Key Insight
- Most Improved Participant Award
- Feedback Questionnaire
- Certificates and Final Remarks