



Sales Readiness Group

# Enhancing Professional Presentation Skills

## SALES LEADERSHIP SERIES

**Enhancing Professional Presentation Skills** is a program for sales professionals that gives them skills and confidence to create and conduct informative, persuasive and professional presentations. This program prepares them with presentation planning guidelines, verbal and non-verbal skills, instruction in audience dynamics and practice in a group setting to improve their presentation capabilities.

**Skilled presentations can significantly improve** the impression a sales professional leaves with a customer. A presentation needs to be more than targeted to the customer's needs – it must be conducted in a manner that is both engaging and attentive to the customer's reactions. Sales professionals that can present well and interact appropriately with audience dynamics are better equipped to win.

**Enhancing Professional Presentation Skills** is a program that provides sales professionals who regularly present solutions to customers the skills to deliver the right information. Just as importantly, they gain the ability to know how to read reactions of the audience in order to make the presentation open the door to the next stage of the sale.

**Enhancing Professional Presentation Skills** modules and topics include:

- An assessment of their current strengths and development needs improvement in presenting to customers
- Planning activities to ensure a presentation has the right information and makes the desired impact on the customer
- How to engage a presentation audience with both verbal and non-verbal communication, including practice in the four key voice presentation skills and three key non-verbal skills
- Using the READ method of anticipate audience roles and use consensus questions to optimize group dynamics
- Practice presenting and immediate feedback to improve presentation skills

*All Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.*

## Program Delivery

- Group Workshops
- One-On-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

## More Sales Performance Programs

- Introduction to Selling
- Customer-Focused Selling
- Prospecting for New Business
- Managing the Territory
- Achieving a Competitive Edge
- Value Driven Selling
- Strategic Business Development
- Selling to Multi-Level Decision Makers
- Strategic Multi-Level Selling
- Value-Added Negotiating
- Exceptional Customer Service

### Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

8015 SE 28th Street, Suite 206, Mercer Island, WA 98040, Toll Free: 1-800-490-0715

info@salesreadinessgroup.com, <http://www.SalesReadinessGroup.com>



Sales Readiness Group