

Dynamic Customer Presentations – Workshop Overview

This highly practical workshop is designed for salespeople who want to create an impact in their presentations to customers or prospects.

Throughout the 2-day workshop, attendees will learn and develop highly effective presenting skills and techniques, supported by powerful video feedback, which will increase confidence and presentation performance.

Workshop Benefits

This workshop will help attendees to:

- Improve their confidence in the design and delivery of presentations
- Prepare and practice to deliver a real presentation to a customer or prospect
- Improve presentation capability and awareness
- Share ideas and knowledge with colleagues
- Develop a life skill!

Workshop Outcomes

By the end of this workshop, attendees should understand how to:

- Identify their presentation strengths and areas to develop further
- Use a clear structure for preparation of presentations
- Use visual aids effectively within presentations
- Manage non-verbal behaviours
- Deliver a high-quality and professional presentation to a customer or prospect

Target Audience

This workshop is designed for anyone who needs to improve their presentation skills and differentiate themselves in order to achieve their objectives or secure more business from customers.

Audience Size

The recommended group size for this workshop is 8 people.

Workshop Topics

Key topics for this workshop include:

- The Fear Factor
- Purpose of Presentations
- Presentation Process - Preparation, Delivery & Review
- **Presentation Preparation**
 - Qualifying the presentation
 - Preparing the Presentation
 - Research – Audience & Context

- Structure – Beginning, Middle, End
- Developing the Presentation
 - Use of Visual Aids
 - Building in Interaction
 - Supporting Evidence – Statistics, Expert, Testimonial
- Rehearsal & Final Preparations – Before/On the day
- **Evening Assignment**
- **Presentation Delivery**
 - Building Rapport
 - Grabbing and Keeping Attention
 - Non Verbal Behaviours / Body Language
 - Strategies to Manage Body Language
 - Managing Nerves
 - Managing **Different & Difficult People**
 - Handling the Unexpected
 - Dynamic Delivery
- **Presentation Review**
 - Feedback after the event

Workshop Duration

This is a 2-day workshop. There will be preparatory work before the workshop, and there is an evening assignment at the end of Day 1.