

# Professional Sales Presentations™

## Training

Essential presentation techniques to make the most of every sales interaction

In today's highly competitive marketplace, it's vital for your salespeople to make every minute—and every communication—with customers count.

Whether your objective is to showcase new ideas, sell concepts, or obtain buy-in to your organization's products or services, *Professional Sales Presentations™* provides your sales force with a dynamic, step-by-step blue-print for building a well-conceived, customer-focused sales presentation.

During this intensive two-day program, participants have the opportunity to put theory into practice by planning and delivering a sales presentation, complete with visual aids, based on customers in their key accounts. At the end of the program, participants leave with immediate application of the process and skills learned, and are well equipped to create the type of sales presentations that advance sales cycles, and win lasting customer commitment and support.

## Benefits of Professional Sales Presentations™

### Your salespeople :

- Increase their ability to move the sales cycle forward
- Strengthen relationships with customers by responding more effectively and creatively to their organizational needs and business issues
- Enhance their professionalism, credibility, and self-esteem

### Your customers:

- Develop a thorough understanding of how your products and services meet their needs
- Make buying decisions based on fact rather than on high-pressure sales tactics
- Build long-term relationships with your salespeople who understand their business needs

### Your organization:

- Realizes increased revenue by giving your sales force the skills they need to advance—and close—a sale
- Develops sales force confidence and performance by offering salespeople a systematic way to target and address customer needs
- Enjoys an improved image in the eyes of customers
- Builds long-term and mutually beneficial relationships with customers

### Program Highlights & Outcomes

#### Gathering and Analyzing Information

Salespeople learn how to:

- Establish a realistic and observable presentation objective
- Identify key influencers and decision makers in the audience
- Select—and prepare to address—the most critical account needs

#### Building a Structure

Salespeople gain a practical approach for organizing presentations. They learn to:

- Target the presentation to customer needs
- Present compelling benefits of your product or service
- Develop powerful opening statements and sound transitions
- Devise a closing statement that secures audience commitment
- Incorporate visual aids to illustrate complex concepts to add interest and vitality

### Delivering a Presentation

Sales people learn how to:

- Use eye contact and body language to their best advantage
- Combat pre-presentation jitters
- Turn a standard sales pitch into a compelling and dynamic presentation
- Use rhetorical devices to help customers better visualize what's being said
- Isolate and correct vocal idiosyncrasies
- Anticipate—and prepare to respond to—audience attitudes, confusion, or objections
- Involve the audience
- Leverage visual aids to add interest or relevance to a presentation

### Program Specifications

Audience:

Salespeople, sales managers, and anyone who gives or develops sales presentations

Length:

2 days

Certification length:

2 days

Format:

Connections exercises, specific real-life examples, group discussion, reading, presentation practice exercises, videotaping, and group and leader feedback

Delivery:

Miller Heiman Group training performance consultant or your own MHG-certified instructor.

Class size:

Up to 6 participants