

High Impact Sales Presentations

The sales presentation is the most critical stage of the overall selling process. It is often the final chance to turn an identified opportunity into new business. Just as no one product or service is expected to satisfy every application, there is no single “million dollar” presentation approach that is appropriate for all situations.

Whether presenting to a group of decision-makers in a highly structured environment or one-on-one in a casual setting, carefully crafted sales presentations can be the key to dramatically increasing your rate of closed sales.

High Impact Sales Presentations will show you how to map out winning sales strategies and develop highly effective sales presentations using state-of-the-art presentation methods, such as Microsoft® PowerPoint. Participants are provided with an overview of currently available presentation tools along with guidelines on selection and usage. Interactive, videotaped presentations allow each participant to practice class fundamentals, allowing immediate application to your own day-to-day sales activities.

“The feedback from the two-day session was extremely positive. The sales representatives felt this was the best training they have ever had in their career at Xerox. I must agree with this feedback.”

*Keith Gurney
Employee Development Manager
Xerox Corporation*

You Will Learn To:

- Create winning presentation plans
- Assess audience decision-making styles
- Determine decision-maker needs and expectations
- Choose from a range of multi-media tools
- Tailor presentation methods to the audience
- Organize presentations for optimum results
- Successfully facilitate question and answer sessions

You Will Benefit By:

- Building your confidence level for every presentation
- Delivering presentations that create lasting impressions on your audience
- Using audio-visual aids that enhance rather than detract
- Increasing your sales effectiveness