



Presentation Techniques

Course aims

The aim of this 1-day course is to ensure that participants gain the skills and confidence necessary to deliver successful formal and informal sales presentations.



How it achieves its aims

Learning takes place through a combination of lecture, group discussion and practical exercises. If desired, video can be used to review practical exercises.

Who will gain from it

The course is aimed at those who have to deliver formal and informal sales presentations and wish to improve their levels of skill and confidence.

Benefits

Increased personal impact

- sustain audience attention
- confidently deliver a powerful core message

Improved corporate image

- by using audio visual aids to their best advantage
- by keeping the corporate message relevant to the audience

Topics covered (practice sessions run throughout the day)

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| Preparation | Understanding your audience, objective setting, generating ideas |
| Structure | Developing logical flow of ideas |
| Delivery | Creating an initial impression, aids and stories to retain attention. |
| Questions | Encouraging the audience to ask and answering them |