

## **High Impact Presenting – Persuasive Sales Presentation Skills**

When it comes to presenting in a sales related scenario we tend to focus on presenting to groups. It will always be in the latter stages of the sales process and sometimes we can lose out because we just don't know either how to put the words together effectively or we build barriers in our own mind which affects our confidence resulting in us making a poor presentation.

However, when ever we are delivering solutions to a client or prospective client based on identified and perceived needs we are presenting.

So the "Sales Presentation" can in many various forms all of which are business critical.

- Presenting on a one to one basis on the telephone.
- Presenting on a one to one basis face to face.
- Presenting to a decision maker once we have successfully achieved "buy in" from the influencer.
- Presenting to group of decision makers.

This programme is highly participative and will cover all aspects of sales presentations from personal confidence through to the content that will secure the business.

### Case Study: Abd Serotec

Morphosys purchased Serotec in order to give them a strong presence in the UK research market. Up until then our focus had been on the academic market within the UK, so we had to realign our strategy in line with expectations. The pharmaceutical research market within the UK is a fiercely competitive arena and we knew we had to improve the skills of the sales team if we were to make any major headway. Working with HBT they highlighted a number of areas of development within the team, one of which was how we were presenting our solutions. The two days we spent working on our presentation skill completely transformed our attitudes and outlook. Since then we have successfully presented to a number of FTSE 100 pharmaceutical organisations with confidence that our image and content married exactly with their requirements, resulting in some highly profitable relationships.

**Simon Ellison .....European Sales Manager.**  
**Course Objectives**

By the end of the programme each participant will be able to:

- Establish credibility and interest and make first impressions count.
- Successfully prepare, plan and structure your presentation.
- Make effective use of language through enunciation, style and vocabulary.
- Channel nervous energy to positive ends.
- Profile your audience for levels of interest, ability and influence.
- Deal with difficult people, handling objections and thinking on your feet.
- Analyse an existing proposal which they have brought with them, considering its strengths and weaknesses as a persuasive document.
- Analyse the customer's decision criteria
- Produce a model for the sequencing of content in a proposal to achieve optimum persuasiveness.
- Analyse and consider how to handle customer concerns that could block the sale.
- Form guidelines for the image and style of the proposal and how to format it to the market place.
- Produce guidelines for writing style and structure that will optimise their proposals.

## **Training and Methodology**

The objective of this programme is to teach a mixture of planning processes and skills. A lower trainer: delegate ratio ensures that trainees are given personal attention and encouragement in applying concepts to their own real life scenarios.

The training skills are based on HBT's fundamental principle that learning is doing. Participants are given the basic tools and together they plan and carry out role plays and activities in simulated scenarios. From these they receive accurate and objective feedback on their performance from both their colleagues and the trainers.

A video feedback option is available with this programme

## **Materials**

In addition to a comprehensive library of user-friendly reference material giving explanations of key concepts, delegates also take away from the programme detailed analysis of their performance during the programme with recommendations for further skill development.

All activities can be customised by request.

## **Duration**

Normally two days. Other timing designs can be tailored to suit individual client requirement.