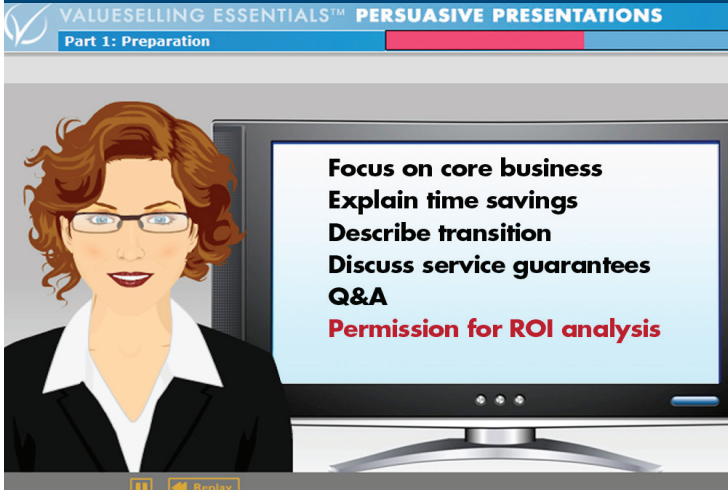


ValueSelling Essentials[™] Persuasive Presentations



Whether you are presenting to an individual decision maker across the desk or a group of decision makers in a room, face-to-face presentations have the potential for enormous impact on your sales goals. Through successful presentations, you will strengthen your interpersonal relationships, create value for your products and services and advance the sales process.

PERSUASIVE PRESENTATIONS

Of all the options you can choose to influence your customers and prospects, face-to-face presentations are one of the most powerful. They create a forum in which you and your sales message are the focus. Unlike communication channels such as the phone or mail, presentations access all sensory information channels; visual, auditory, and kinesthetic, with the added bonus of the chemistry that occurs in the company of others. In this module, you will learn tips and techniques for making your presentations even more effective and successful. Specifically you will learn how to: match your presentations to customer expectations, develop easy-to-follow, meaningful content, manage your anxiety when speaking to groups; establish rapport with the audience, and develop the most compelling presentation.

COURSE OUTLINE:

- Self Assessment
- Introduction to Persuasive Presentations Tactics:
 - Part 1: Preparation
 - Part 2: Adding Impact
 - Part 3: Delivering the Presentation
- Practice Persuasive Presentations
- Knowledge Challenge

WHAT IS VALUESSELLING ESSENTIALS[™]?

ValueSelling Essentials is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials courses can be tailored to any company, language, or selling situation.

For more information, visit www.valueselling.com.