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Persuasive Presentations

**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. The keys to successful presentations are; making sure the content matches the audience's needs, organizing the information clearly and delivering your message with impact. The tactics in this course will make you and your presentations both memorable and successful.

**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.

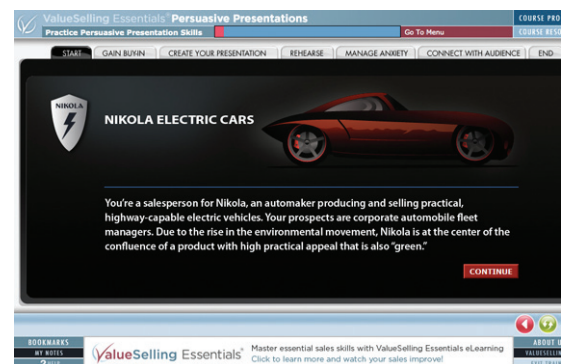
Unlike communication channels such as the phone or mail, presentations access all sensory information channels; visual, auditory, and kinesthetic, with the added bonus of the chemistry that occurs in the company of others.

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:

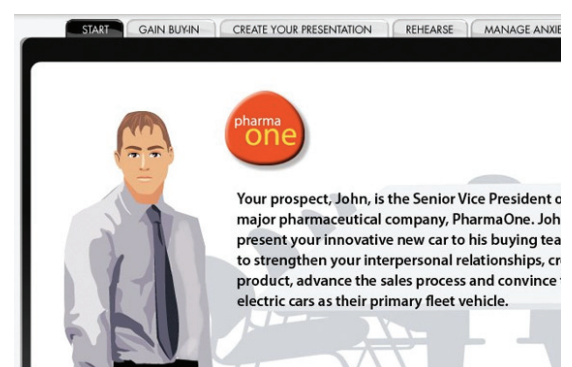
- Self-Assessment
- Introduction to Persuasive Presentations Tactics:
  - Part 1: Preparation
  - Part 2: Adding Impact
  - Part 3: Delivering the Presentation
- Practice Persuasive Presentations
- Knowledge Challenge

#### eLearning with real-world relevance



*Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.*

#### Designed for adult learners



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

## What is ValueSelling Essentials®?



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.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course.

ValueSelling Essentials is built to the highest standards and is SCORM-compliant. In addition, it is closed-captioned for the hearing impaired.

For more information, visit <http://www.valueselling.com/our-solutions/valueselling-essentials.html>



is a series of 10 e-learning courses, each 45 minutes long, designed to build basic sales skills and increase win rates. The series utilizes the latest technology to facilitate efficient and effective adult learning.

### Communication Techniques

<b>PP</b> Persuasive Presentations	<b>TE</b> Telephone Effectiveness	<b>SW</b> Sales Writing	<b>IC</b> Interpersonal Communications
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### Client-Facing Skills

<b>CR</b> Customer Retention	<b>NEG</b> Negotiating	<b>PQ</b> Prospecting & Qualifying	<b>EXE</b> Selling to Executives
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### Productivity Skills

<b>TPM</b> Time & Productivity Management	<b>TS</b> Team Selling
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## About ValueSelling Associates

ValueSelling Associates, based in Rancho Santa Fe, CA, is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000 companies, mid-sized businesses, to early stage startup organizations, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results.

Clients turn to the experts at ValueSelling Associates for classroom and online training and consulting services that yield immediate impact, repeatable strategies, and sustainable results.

Visit [www.valueselling.com](http://www.valueselling.com).

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The proven formula for accelerating sales results.