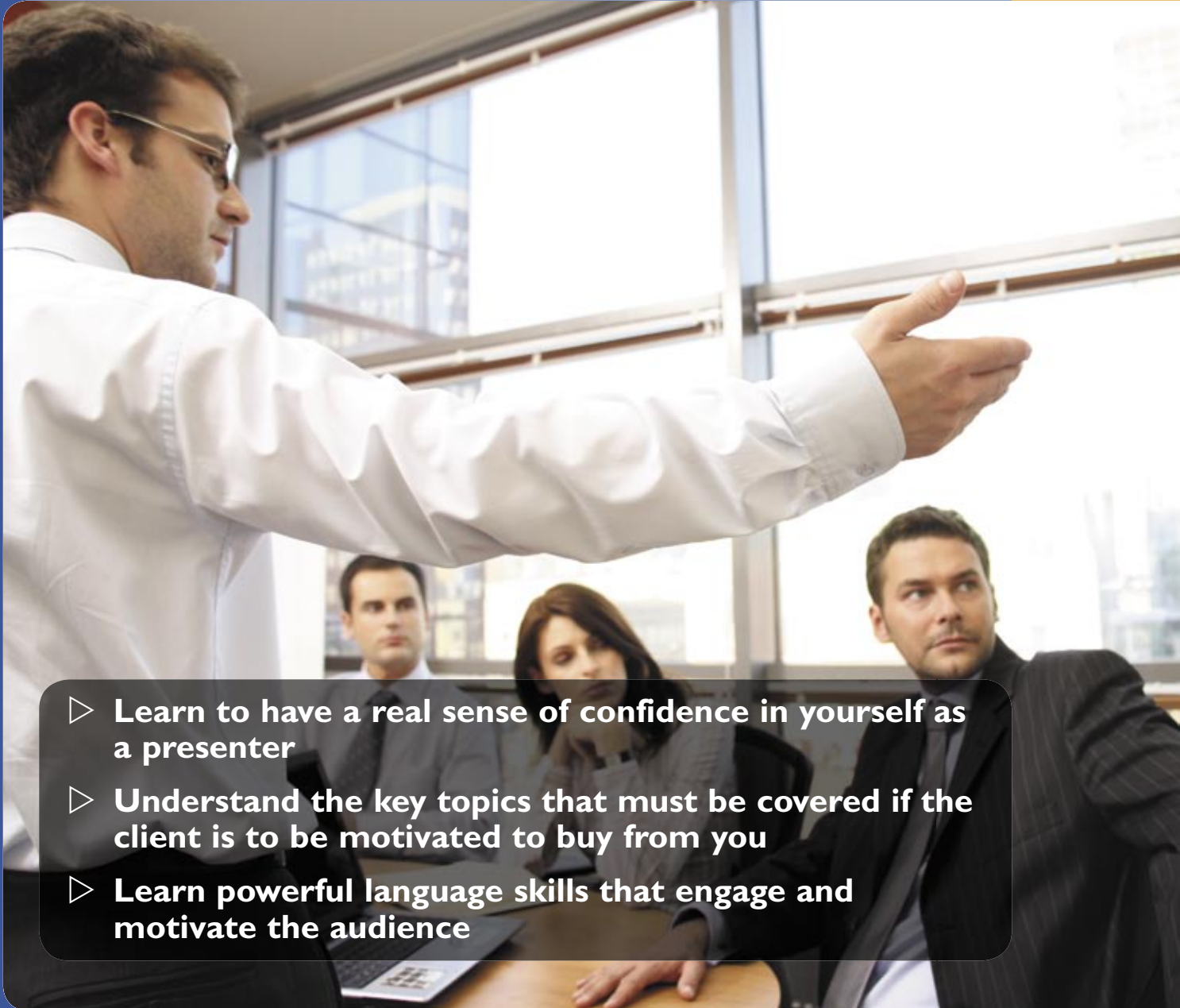


# Masterful Sales Presentations

two-day  
fast paced  
course



- ▶ Learn to have a real sense of confidence in yourself as a presenter
- ▶ Understand the key topics that must be covered if the client is to be motivated to buy from you
- ▶ Learn powerful language skills that engage and motivate the audience

This fast paced, participative workshop shows participants how to make sales presentations with passion and power.



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## Masterful Sales Presentations



### Overview

**Making presentations that motivate customers to buy a particular product or service is an increasingly important aspect of many sales people's work. Indeed, in many organisations the 'beauty parade' is a key component of their buying process, so learning to deliver a sales pitch with skill and elegance is a required competency for top sales professionals. Based on techniques that come from the school of psychology know as Neuro-Linguistic Programming (NLP) this programme will provide participants with all the tools they need to create charismatic sales pitches that deliver bottom line results.**

### Learning objectives

By attending this highly interactive two-day course you will:

- ▶ **Gain an insight into the 'golden rules' and guiding principles of dynamic sales presentations**
- ▶ **Discover a simple, yet elegant, nine-step planning process that will enable you to have a systematic approach for creating excellent sales presentations**
- ▶ **Acquire strategies for the effective use of visual aids**
- ▶ **Learn how to open and close a talk so that you make a good impression**
- ▶ **Develop a strong, flexible speaking voice that exudes confidence and energy**

### Who should attend?

This is a training programme for senior executives, sales people, and technical experts who may become involved in making presentations to prospects, clients or customers. The structure of the course makes it suitable both for people new to presenting and for experienced speakers.



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## Pre-work

The emphasis of the course is on delivering material in front of an audience. In order to maximise the time available to do this participants need to draft two presentations with visual aids in advance of the course. The first presentation, lasting around five minutes, can be on any subject (a hobby perhaps?) and will be delivered on day one. The second, lasting around ten minutes, should be on a sales pitch and will be used on day two. To help guide them in their preparation participants will be sent a BMC planning guide in advance of the course to help structure their talk. Participants should also allow time on the evening of day one of the course to modify and update their sales pitch based presentation.

### The inner game of making a charismatic sales presentation

The phrase the **'inner game'** is a term borrowed from sports psychology. It is a reference to the fact that what is going on inside a person's head (their state of mind) is crucial to good performance. Here we consider the role perception and beliefs of expert presenters. We review the mindset that is associated with elegant and charismatic presentations.

- ▷ Examining your current beliefs
- ▷ Reviewing expert beliefs
- ▷ Making changes that you feel are appropriate for you

▶ **Pairs exercise:** *applying the 'Future Pacing' technique*



## Masterful planning method

Outstanding presenters plan and rehearse their talks thoroughly but quickly. **The BMC masterful planning process™** is a mnemonic in which each letter in the word 'masterful' covers an aspect of effective preparation. Learning the method allows the design of the presentation to be fast and effective.

Stage	Description
1 <b>M</b> y outcome	Specify what result you want to achieve
2 <b>A</b> udience needs	Identify the decision makers and what their needs are
3 <b>S</b> ynopsis	Capture the whole talk in a short 'sound bite'. This is used both to open and close the presentation
4 <b>T</b> ime and timings	The expected length of the talk, the start time and the venue
5 <b>E</b> nvisage the content	Define the content of the talk, break it into manageable chunks, and create the logical sequence in which the topics will be covered.
6 <b>R</b> evise visual aids	Decide what visual aids will be used to support the talk. Remember the primary visual aid is you!
7 <b>F</b> uture pace	Rehearse the talk
8 <b>U</b> ncover objections	Think about any issues that the audience might raise
9 <b>L</b> ist equipment requirements	Ensure that any equipment that will be needed is ordered

## Voice development exercises

Excellent presenters speak naturally and with pride. Here we consider the postural, breath control, and voice projection aspects of speaking well to groups. The exercises are of the type that are taught to actors and singers.

- ▷ Correct posture and relaxation
- ▷ Diaphragmatic breathing
- ▷ Projection
- ▷ Resonance

▶ **Pairs exercise:** *breathing exercises*



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## Building presenter confidence

Confidence in presenting has four sources. Firstly it stems from having expert beliefs, secondly from knowing your material, thirdly positive experience (i.e. having done it successfully in the past) and fourthly from conditioning yourself to feel good about presenting. Using a technique known as 'resource anchoring' we can develop this conditioning aspect of building confidence.

- ▷ The conditioning process
- ▷ Building positive emotions
- ▷ Using 'triggers'

▶ **Pairs exercise: resource anchoring to build confidence**



## Delivering with passion and power

There will be a review of the BMC Assessment Checklist, which highlights the key points that the speakers need to implement when giving their talks.

- ▷ Introduction - the BMC seven step introduction technique™
- ▷ Ending - the BMC three step closing method™
- ▷ Pausing, pace, power and pitch
- ▷ Logical flow – the importance of the signpost slide
- ▷ The power of metaphors
- ▷ Sensory based language
- ▷ Body language and gestures
- ▷ Positional anchors
- ▷ Visual aids and lines of sight

▶ **Group exercise: discussion of key points**



## 5 minute presentations

Speakers take turns to deliver their five-minute presentations in front of the group and are given feedback by reviewing the video tape of their presentation and as a result of getting feedback against the BMC assessment checklist.



## Handling questions

Methods for dealing with hostile, difficult or awkward questions.

- ▷ The 3 step technique
- ▷ Car parking
- ▷ Responding with a question
- ▷ Inviting audience participation

▶ **Pairs exercise: open forum question and answer session**



## Understanding the dynamics of effective sales presentations

A discussion of a specific logical format for sales presentations that ensures that talks intended to influence others make a compelling case.

- ▷ Decision making units
- ▷ The 4P's format for structuring sales presentations
- ▷ IFAB's and benefits chains (the role of features, advantages and benefits)
- ▷ Sensory language and compelling benefits chains
- ▷ Building credibility with the BMC Self-Introduction Format™

▶ **Pairs exercise: writing benefits chains**



▶ **Group exercise: making a self-introduction**



## 10 minute presentations

Speakers take turns to deliver their ten-minute presentations in front of the group and are given feedback by reviewing the video tape of their presentation and as a result of getting feedback against the BMC assessment checklist.



## Feedback

Numbers are limited to twelve per course to maximise participation in the programme. Presentations are videoed so that attendees can see for themselves how they come across to the audience and so they can see how they grow in confidence and competence as the course progresses. In addition each presenter is given a detailed assessment of their talk, which is prepared by their peers.

## Contact

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