

# Sales Presentations

## Intensive 2 day in-house workshop

Norton Consulting Group has developed a powerful, hands-on, intensive learning experience designed to dramatically improve sales presentation skills. Attendees will acquire the tools and strategies to deliver powerful, engaging sales presentations to achieve the desired outcomes.

You will learn how to get a message across clearly and decisively and convert presentations into sales. Receive critical feedback about ways to improve your presentation style and move from ordinary presentations to outstanding presentations.

### What you will learn

- How to prepare strategic presentations to influence client perceptions and impact behaviour.
- Handle nerves and turn fear into a positive force to improve your performance.
- Set your own goals to improve sales results, business performance, personal profile or career development through improved presentations.
- Identify audience needs and present in an engaging and enjoyable manner for all audiences.
- Control and use body language, eye contact, and gesturing as effective presentation tools.
- Handle difficult audiences, questions and situations.
- Structure presentations using clear strategic and persuasive messages to achieve your goals.
- Plan and prepare for maximum impact.
- How to build rapport with the client and how get them on your side.
- Assess environmental impacts on the presentation.

### What you get from this course

*Sales Presentations* provides tangible advice and training on how to deliver a professional and confident presentation. You will benefit from **one-on-one feedback**, guidance and coaching by two **experienced facilitators**. You will be invited to move out of your comfort zone and learn in a supportive environment.

The program gives you **specific, personal feedback**. You will have the opportunity to network and work with sales staff from other companies. This unique course has been developed through experience working with hundreds of executives and organisations. We guarantee you will receive:

- Unique individualised feedback
- Workbook including checklists and worksheets
- Expert coaching from professional facilitators
- Analysis of your communication style
- Pre-workshop self-assessment
- Principles of persuasion and influence
- Key elements of a communication strategy with action plan
- Specific practice in the **6 key content areas** of a presentation

Ideally, the workshop is delivered **exclusively for your sales team** with our in-house option.

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# Take your sales presentations to the next level

## Who should attend?

The workshop is designed exclusively for members of the sales team, as well as executives, managers and professionals.

- Anyone who is selling products or services.
- Sales and marketing staff.
- Sales representatives and Sales managers.
- Business owners and executives.

## Value added components of the program

*Sales Presentations* is an intensive workshop that requires dedicated individuals who are willing to be challenged, work hard, and move out of their comfort zone. Participants will be required to become actively involved in the program. All participants:

- Complete an in-depth **self-report analysis** of individual presentation skills and communication style. This will be done before the workshop.
- Orally **make presentations**. Several different types of presentations will be used to develop increasingly higher levels of competence.
- Be **videoed for several presentations**. This provides a means of before and after comparisons and allows the individual to become increasingly sensitive to his or her own style. All individuals will be given DVDs of their presentations so they will have a benchmark to judge further improvement.
- Do a **self-assessment for each presentation**. This becomes the basis for a reality check. The beginning of improvement is the capacity to understand one's current competence.
- Conduct a **Communicator Style** Survey. This assesses an individual's style of communication and also teaches them how to assess others' style.
- Receive **peer feedback**. Peer feedback reveals the capacity to recognise weak and strong points. As a result, people become more attuned how to improve themselves. Also, the feedback becomes invaluable for the presenter.
- Receive **expert feedback** in the group and then on a personal, one-on-one basis. This will be used to develop a customised individual development plan.

## Your facilitators

Dr Catherine Norton and Dr Robert Norton from the Norton Consulting Group have teamed up to present this exciting workshop. Both facilitators have over 20 years experience working with business professionals across industries.

They have facilitated groups at all levels from the factory floor to the boardroom. Both have a core belief and passion that through improved presentation skills people become stronger sellers elevating their effectiveness and career.

## Our techniques

We employ a variety of teaching methods in the delivery of all our programs, such as:

- Interactive format
- Action learning focus
- Specialised role-plays
- Interactive DVD/Video feedback
- Specific scenarios and case studies related to real-life work situations

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The workshop may be delivered exclusively for your sales team with our **in-house option** – at a site and time to suit your company.

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