

Sales Presentation Training Agenda

Preparing Your Presentation:

- How to create an environment that is conducive to connecting and conversing rather than to selling and presenting
- 3 stories you need to tell to lower defenses, capture attention, and build trust
- 7 questions you need to ask to make sure the information you present is on target
- The magic formula to structure your presentation to make it compelling
- 3 rules to get the most out of PowerPoint
- What to cover if the prospect hasn't allowed you to do discovery before the presentation

Presenting:

- 6 steps you can take to manage the one thing that is interfering with your ability to look good and sound intelligible

Handling Curve Balls:

- How to use the philosophy of Ju-jitsu to manage objections
- What to do if you get thrown a curve ball (meeting purpose or available time has changed)

This workshop is 2 days (1 day for small groups).

Contact us at 415-701-7600 or info@apsiconsult.com to learn how we can help your sales reps prepare for their next presentation.