Program Outline

Pre-Workshop

➢ The trainer will assess learners using telephone / email assessments of presentation related English language communication skills.

➢ The trainer will customize the course materials based on the goals of the program and the needs (levels) of the learners.

➢ The trainer will deliver lesson material and facilitate the group training workshops and individual coaching via distance support (telephone, email and video chat if practical).

➢ The trainer will prepare and communicate advice for each participant on how to polish their presentations.

➢ Participants will attend the group workshops and participate in the distance support.

Workshops & Distance Support

➢ Participants will receive relevant presentation skills training and techniques from the trainer in the first 1.5-day workshop. Various learning exercise "games" will also be used.

➢ Participants will observe the trainer deliver samples of high impact presentations, incorporating all the desired characteristics.

➢ The trainer will provide general training and specific advice on common and individual weaknesses noticed by trainer. The trainer will prescribe additional skills building exercises in between the workshops during telephone and email support.

➢ On the second day of Workshop 1, participants will deliver their presentations in front of the group for individual critique by the trainer and the other learners. The client management team will be invited to attend and observe these presentations. Each presentation will be recorded and thorough feedback given promptly thereafter with DVD.

➢ On the final 1-day workshop (day 3), participants will then deliver their final "polished" presentations in front of the group for individual critique by the trainer and the other participants. Guests from sponsoring organizations will be invited to attend and observe these presentations, which will also be video recorded and submitted with the final report.

The High Impact Sales Presentation program will focus on the following themes:

a) *How to become more audience-centred and use informative, convincing techniques that aid in comprehension of their presentations by:*

• Using appropriate language (fit for the speaker and the audience),

• Highlighting presentation content with relevant graphics and visuals,

• Striking a balance of text, graphics and animation in PowerPoint slides,

• Assisting the audience in presentation navigation with agendas and landmarks,

• Emphasizing key messages through repetition, intonation and body language,

• Engaging the audience with questions and other attention captivating techniques,

- Providing audience handouts that help them remember the main points

b) How to elegantly persuade, coach and facilitate effective communication with the audience, by:

- Developing strategies that will allow presenters to establish credibility, confidence, and integrity in every presentation.

- Learning how to eliminate negative emotions about resistance, objections, interruptions and distractions.

- Acquiring persuasive framing skills to further enhance the communication process.

c) Developing people's most powerful presentation states by:

- Adopting strategies to control emotions and overcome stress, frustration, or fear in any presentation situation.

- Embracing a belief system that gives a person absolute confidence.

Each participant will be working in groups and individually to develop high-impact sales presentation skills. Augmenting the many structured presentation skills exercises, learners will also be improving active listening and comprehension skills, via paraphrasing, summarizing, questioning and other key oral consultative communication feedback mechanisms. These are also keys to developing presentation skills for connecting with the audience.

Day 1

- Introductions and Expectations
- What Makes a Good Presentation?
- Presentation Preparation
- Working With Audiences

Day 2

- Building Confidence
- Improving Body Language
- Handling Questions
- 1st Participant Presentations

Day 3

- Review
- 2nd Participant Presentations