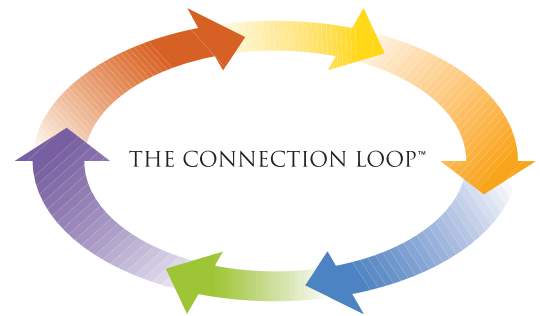
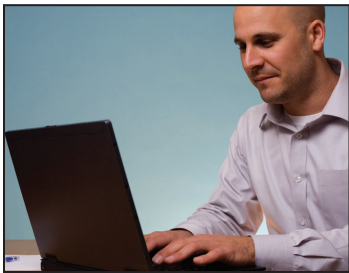


Technical Demo Presentation Skills

Persuade. Inform. Educate.



You will discover why your audience wants you to succeed, and you will be introduced to concepts, tools, and best practices to help you do so.



Learn to give great technical presentations to both technical and non-technical audiences. Keep attendees and your customers interested and excited about your products. Make your technical presentations come alive!



Program Description

As a technical presenter, you face considerable challenges. Not only must you know your product cold, be skillful in running the software, and adept at the picks and clicks, but you must also engage the customer, speak to be understood by non-technical people, articulate the key benefits, and present a calm and confident demeanor so others perceive you as a competent, committed, and trusted partner.

Today's technical presenters need to master the fundamental principles of presentation skills that are necessary to develop deeply enriching, highly-engaging, and long-lasting relationships with their users and customers. By having greater command of the presentation environment, technical presenters will be far better equipped to confidently represent their company's product line, attract and retain customers, and increase the satisfaction of the customer experience. If the technical specialist can be more confident and persuasive when in front of a group, he or she will better be able to contribute more readily to their company's success.

- **Challenge:** So how can you learn to give great technical presentations to both technical and non-technical audiences and keep attendees and your customers interested, alert, and excited about your products?
- **Solution:** The *Technical Demo Presentation Skills* program will give you the skills you need to make your technical presentations come alive!

Today more than ever your effectiveness as a technical professional is linked to your competence and comfort as a speaker. You want to shine in front of your customers, helping them understand the key benefits of your product and showing them how your solutions will enable them to achieve greater business success. To do that you need to be a great demo presenter. We will help you accelerate your speaking skills so you will be better able to present your ideas and demonstrate your company's products and services with greater skill and confidence.

Target Audience

This program is designed for technical presenters, application engineers, and anyone who gives product demonstrations to groups of technical or non-technical audiences.

3 Days | 8:30 a.m. to 5:00 p.m. | 12 Participants | 1 Facilitator



Technical Demo Presentation Skills

Theory is never enough to drive behavioral change so get ready for action! You will practice your new skills individually and deliver sections of your demo presentation in front of the camera in preparation for your final presentation on day three.

Learning Outcomes

By the end of the *Technical Demo Presentation Skills* program you will be able to:

- Understand the importance of creating and maintaining audience connection and use critical action steps to keep your audience involved and responsive
- Clearly understand the “best practices” used by highly effective speakers in all industries, with a special application to demo presentations
- Learn and implement the DeFinis Navigator, a fail-safe method for demo content development that boosts your ability to stay on message and keep your audience on course
- Manage nagging presentation anxiety and build self-confidence
- Handle a Q&A session with skill, tact, and clarity
- Create an action plan for on-going growth and development

Program Overview

We begin the program by introducing our core learning model, *The Connection Loop™* and you will learn how to keep your listeners involved and engaged throughout your presentation. We will then assess your current skill level so you have a benchmark on which to build new skills and we will explore the presentation challenges technical presenters face. You will discover why your audience wants you to succeed, and you will be introduced to concepts, tools, and best practices to help you do so.

But theory is never enough to drive behavioral change so get ready for action! You will practice your new skills individually and in small groups and deliver sections of your demo presentation in front of the camera in preparation for your final presentation on day three. Using our signature *Line by Line Coaching™* process you receive specific feedback from your instructor and class participants and be coached to excel. The proven DeFinis training method and the skillful guidance of our talented instructors ensure that you will experience immediate results in your technical demo presentation skills. Expect transformation.



DeFinis Communications, Inc

Founded in 1997 by Angela DeFinis, DeFinis Communications offers a full range of professional public speaking programs, products, and services. We support leading corporations in developing effective communications strategies and all aspects of presentation skill and speaker development. By building knowledge and skill, accelerating performance, and providing tools for continuous learning, we help our clients successfully compete in a demanding marketplace.

Clients

Applied Materials, Aruba Networks, Autodesk, Avista Corp., Blue Shield of California, Charles Schwab, Cisco, Electronic Arts, Hewlett Packard, Linear Technology, Micron, Mother Jones, Levi Strauss, Republic Services, Sendmail, Splunk, Symantec.

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