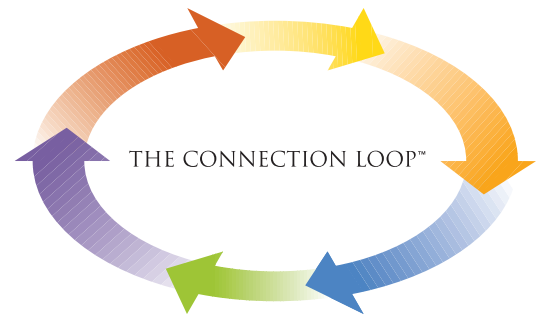


Recharge!

Sales Presentation Skills



These days, good isn't good enough. You want your sales team to be compelling and competitive—to be informed and polished in every customer interaction.



Help your sales team accelerate all aspects of their presentations so that every customer interaction leads to success.



Program Description

Today's sales teams face tougher challenges than ever before. Globalization, shifting market demand and limited customer attention are just the tip of the iceberg. In order for your sales team to excel in today's marketplace, they need to stay current, hone their skills often, and adapt to fast-changing market conditions.

Your sales team speaks to customers every day—on the phone, in person, on the web. They're the face of your company, representing your brand and differentiating your offerings, so you need them to be compelling and competitive every time. And in today's global environment, they're communicating across borders, cultures, and time zones, which raise the stakes even higher.

In order to orchestrate team solutions, build your brand, and create customer loyalty in a consistent and compelling way, your salespeople need to be trained on the most effective presentation tools, methods, and techniques to help them stand out and create winning partnerships.

- **Challenge:** Your sales force gives presentations often but how do you equip them to successfully perform in today's high stakes environment?
- **Solution:** *Recharge! Sales Presentation Skills* will provide sales and field professionals with the confidence and advanced skills to consistently engage customers in quality interactions.

Recharge! is a dynamic, interactive, hands-on learning laboratory. The two-day program is designed with the sales professional in mind, gearing the learning activities and coaching process to meet the needs of sales professionals who want to reach the top tier of sales excellence. A video based program, *Recharge!* is uniquely calibrated to meet the specific needs of each individual.

Target Audience

This program is designed for sales managers, sales teams, sales professionals, and anyone who gives customer facing presentations in any industry.

2 Days | 8:30 a.m. to 5:00 p.m. | 8-16 Participants | 1-2 Facilitators



Recharge! Sales Presentation Skills

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 sales presentation in front of the camera.

Learning Outcomes

By the end of the *Recharge!* you will be able to:

- Create and maintain customer connection using critical action steps to keep your customer involved and responsive
- Accelerate your performance delivery skills: physical presence, vocal resonance, and distinctive language to achieve greater customer engagement
- Implement the DeFinis Navigator, a fail-safe method for content development that boosts your ability to stay on message and keep your listener on course
- Handle any questions or objections with tact and ease
- Use various rhetorical devices including stories, examples, data, quotes, and other rich sources of support evidence to build more customer-focused content
- Use visual-aid strategies to strongly support your message and create customer involvement

Program Overview

We begin the program by introducing our core learning model, The Connection Loop. Participants learn how to keep their listeners involved and engaged throughout their presentation by focusing on performance delivery, content development, and visual aid strategies. We look at the complex presentation challenges sales professionals face and address those issues head on. Participants leave with the concepts, tools, and best practices to help them excel in any sales presentation.

But theory is never enough to drive behavioral change so get ready for action! Each participant will practice their new skills individually and in small groups and deliver sections of their sales presentation in front of the camera. Using our signature *Line by Line Coaching™* process, they'll receive specific and timely feedback from the instructor and class participants. The proven DeFinis training method and the skillful guidance of our talented instructors ensure that each person will experience immediate results in their sales presentation skills. Expect results.



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.

Angela DeFinis, CEO
DeFinis Communications
www.definiscommunications.com
adefinis@definiscommunications.com
Direct: 415.258.8176
Mobile: 415.860.6146

