

## Sales & Marketing Presentation Skills

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### Program Description

***This high-level seminar is designed specifically for busy sales and marketing executives.*** In sales and marketing, your presentation goals are often more than just to inform – you have numbers to make, deals to close, products to launch – it is essential your presentations motivate, compel and succeed.

You'll practice hands-on, real-life sales and marketing presentations, receive candid and constructive feedback from a Nyman Consultant with experience in leading business presentations and coaching cross-industry.

### You'll benefit by learning:

- How to use body language and eye contact for presence
- Techniques for reading audience reactions as you present – making quick adjustments to maintain interest and promote buy-in
- How to move a sale or marketing concept to completion
- Focus on the WIIFM to get to “yes”
- The Nyman Method Format: organization and time-management techniques that make your presentation the perfect length every time
- Principles for encouraging audience interaction
- Diplomatic approaches to handling tough questions and tough individuals
- Power seating
- Effective use of hard and soft data/proof to support decisions
- When you're off – you're on: business etiquette guidelines before and after your presentation
- Strategies for successfully speaking “on the spot” when asked to give a status report, etc.
- To paint clear, believable pictures with words
- How to deal with the “Elephant In the Living Room”
- Tips for using humor

**Maximum participants: 8**

**Program length: 2 days**