

# Persuasive Presentation Skills Training

## Benefits participants will gain include:

- Questions and tips for winning large programs or projects
- Proven format to structure effective business/sales or overall persuasive presentations
- Increased confidence practice sharing value propositions with tact and influence
- Increased ability to listen, make points concisely and boost professional credibility
- Ways to get others to listen to, and more likely act on your recommendations with our persuasive format
- Practice using stories to connect and influence your audiences

## This training is designed for:

- Business development staff
- Account representatives
- Front-line sales professionals
- Acquisition/proposal teams
- Engineering/tech sales support
- Financial professionals
- Internal sales and marketing team

Equip yourself or your team members for greater success!



## Session Objectives

### DAY ONE 8:30 am – 4:30 pm

- Explore individual goals with quick participant self-assessment distributed prior to training
- Affirm presentation strengths and identify areas needing most change or improvement
- Practice an easy-to-remember format for organizing content and avoiding information overload (improves client/customer understanding)
- Implement techniques to personalize and connect with any audience
- Practice presentations with helpful three-way, skill-building feedback
- Formats for focusing on audience needs and minimizing jargon
- Discover methods to help reduce fear, control nervousness and build confidence with any audience
- Identify ways to present a positive, engaging and authentic image

### DAY TWO 8:30 am – 4:30 pm

- Experiment with a secret weapon that has helped team presentations win multi-million-dollar contracts
- Explore and practice body language and voice techniques to help convey points more effectively
- Discover how to better utilize visual aids to add greater impact and clarity to important content/key points – (includes do's and don'ts for effective slide use and slide prep)
- Learn ways to use brief stories and analogies to make product/service information familiar and relevant to listeners
- Practice our proven process to sell ideas and persuade listeners to act
- Explore a process for Q & A and handling questions more smoothly, confidently and professionally

## High-value, engaging training experience with a maximum of 12 participants.

With this hands-on persuasive presentation skills workshop, participants will better organize and share their business case/products/services or expertise with greater confidence, and influence. This training is also designed to help content experts make recommendations or propose solutions to decisionmakers in a clearer and convincing manner.



**Because of this training,** participants will have more of the tools they need to gain better responses/results whenever they speak to their colleagues, customers or future prospects. Each participant will receive a high-quality participant's manual, handouts, on-the-spot coaching, critique sheets and a personal video card with their practice presentations for a use as a helpful reference and reinforcing tool.

## What is included with this training package?

Our effective proven approach includes:

- Coffee drinks & Lunch on both days
- Self-assessment and session goal prioritization
- Engaging learning format: demonstrate, practice, feedback – behavior coaching
- Video-recording of at least four practice presentations per participant
- Multiple hands-on interactive practice opportunities
- Small group practices and activities
- Individual assignments and prep
- Individual professional coaching
- Personalized Action Plan
- Training tailored to specific needs and experience level of each participant.

## Schedule two or more sessions and save!



## What other's have said:

*"This will make us better presenters to our customers/suppliers – save time and money." - Business Development Mgr.*

*"This was the best training I have taken, not only the content, but the speaker as well!" - Marketing Manager*

*"The most useful information available I have ever received at a seminar - and I have been to several seminars put on by Disney – Steven Covey – etc. By far this was most informative and realistic info." - Department Manager*

This course is proudly being provided by Productive Training Services, Inc. of Ann Arbor Michigan. They have a successful track-record providing high quality talent development training and coaching for over 25 years.

**If you are looking for a winning, results-getting training provider to help you and your team; you have come to the right place. In just the last two years we have helped presentation teams win over \$600 million in new business. Clients we have proudly served include...**



**This engaging training will help you and your organization gain the following benefits:**

- Prepare for high-visibility presentations
- Win new clients/customers and additional business

### Meet your Instructor



**Joe Tabers is a professional speaker and business coach who quickly connects with a variety of audiences** from the executive level to front-line sales professionals. His enthusiastic delivery and proven, real-world problem-solving skills have earned him the privilege of working with many sharp, talented leaders and teams in a wide variety of industries. Over the last twenty-plus years Joe has worked with over 300 organizations **strengthening both leadership and team effectiveness**. He brings communication and relationship skills that help bottom-line sales, service and business results!

Knowledgeable and confident within many work environments, from high tech and manufacturing, to commercial construction and more. Joe's upbeat attitude, love for learning and interactive style is consistently well received by even the most seasoned audiences.

- Since 1988 Joe has delivered over 3,400 highly-rated live sessions for audiences in almost all fifty states and four countries.
- Over 90% of clients invite him back for additional sessions, consulting or executive coaching assistance.
- He shares high-engagement audience experiences in bottom-line business areas.
- He is passionate about improving leadership, team motivation, communication and relationships.
- Because of his research and practical hands-on experience (he has been inside of hundreds of production plants, engineering, manufacturing and customer service environments) **audience participants often ask him "do you work here?"**

Joe is a long-time member of the National Speakers Association and since 1998 has held the designation of Certified Speaking Professional (CSP), the highest earned designation from the National Speakers Association. It recognizes a commitment to ongoing education, proven speaking experience and ethical behavior. He is a business owner, past president of the National Speakers Association of Michigan and active in helping service organizations and charities.

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**For more information, pricing or scheduling please Call 734.332.7880**