

PRESENTATIONS THAT SELL

Sales people often make the mistake of thinking that if they can just tell their clients more about their products it will convince them to buy. But focusing heavily on the product or brand promise can leave an audience disengaged. Successful selling focuses on what will most motivate an audience to take action.

This workshop teaches the core skills needed to give presentations that establish the seller as a valued partner in advancing their client's goals. Participants will learn how to build persuasive, well-organized presentations that use stories and examples to influence their audiences.



***Presentations that Sell* can be presented in two different formats depending on the skill of the audience.**

Fundamentals of Sales Presentations is a one-day group training that teaches skills for developing clear messaging, memorable content, and effective delivery style. This does not include videotaping or individual coaching sessions. It is designed for small team and large group sessions.

Advanced Intensive is a two-day workshop for experienced sellers who want individualized instruction on methods for influencing internal and external audiences and effective delivery style. This two-day session includes 6 hours of group training and a one-hour individual coaching session for each participant. Participants are videotaped giving their presentations and receive individualized feedback.

Both workshops concentrate on developing skills in content structure, messaging, use of stories and examples, facilitating discussions, and building agreements. Participants practice these skills by preparing a two-minute presentation to the group, followed by feedback from the instructor and fellow participants identifying opportunities for improving their impact. My colleagues and I have decades of experience working with sales teams developing their messaging and content as well as practicing effective delivery style.

The workshop learning objectives are:

- Develop a well-organized persuasive presentation
- Identify a clear, compelling, and memorable key message
- Use questions strategically to build agreement
- Select stories and examples to increase engagement and support the key message
- Project confidence and authority through delivery style



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