

## Strategic Sales Presentation Skills

When it comes to delivering a compelling sales presentation, subject matter knowledge is not enough. The reality is that customers buy from professionals whom they trust, respect, and feel they can partner with.... long before they buy a product.

In our Strategic Sales Presentation Skills Program, we include the latest research and insights into strategic presentations and communication. You will learn how to increase your sales by increasing your influence.

This program is designed specifically to enable sales professionals to communicate and influence in a strategic, convincing, and effective manner in order to build trust and credibility, and present high value solutions that secure the sale.

### KEY OUTCOMES

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- Highly effective, strategic and dynamic sales presenters that deliver results
- Professional and confident presenters who effectively communicate your value proposition
- Compelling and engaging sales presentations
- Presenters who have the flexibility to present to different types of audiences
- Presenters who build better relationships and trust with your customers

### KEY FOCUS AREAS

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- How to plan and customize the sales presentation
- How to engage and sustain the audience's attention
- How to present strategically with purpose and conviction
- How to project a competent and professional image
- How to connect with diverse personality styles
- How to remain poised and focused on the goal
- How to deliver powerful and dynamic presentations
- How to utilize visual aids and technology to strengthen your message
- How to inform, inspire and compel your audience to action
- How to achieve your presentation objectives

### TARGET AUDIENCE

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Sales managers, sales professionals, and account managers, who are required to communicate ideas in a strategic, convincing and effective manner in order to advance the sale

### PROGRAM DURATION

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2 days.