

Effective presentations

Preparing and managing successful presentations

Targets:

Developing skills for effective presentations: from the organization to the follow up.

Beneficiaries: Sales reps, Key Account Manager, Sales engineers

Program:

- Objectives of the presentations
- Simulation of a realistic presentation
- The 3 levers of the speaker: lògos, pathos, ethos
- Verbal and Non-Verbal Communication Techniques
- Organization and personal preparation
- Project structure and direction. The rehearsal
- The kick-off: attitudes and the right ways to start
- The conduction:
 - Effective behavior and attitudes
 - The control of the audience
 - Feedback management
 - Involving attendees through the questions
 - Handling difficult situations
- Selling a project
- Conclusion: recap, call to actions, deadlines

During the seminar, participants will take part in individual and group exercises and simulations