

Customer-Focused Sales Presentations that Close Sales

Selling On Your Feet

Course Objective

Your sales people will leave this two-day workshop with immediately-usable skills for planning, developing and delivering sales or business development presentations that win the business. They will acquire the skills to deliver credible presentations that give your customers confidence in your organization's products and services. In addition, they will spend less time planning and writing their presentations enabling them to spend more time with customers.

Videotaping will be used to reinforce the learning.

Enrolment: With one IWCC facilitator, we can accommodate a maximum of 6 participants. Alternatively, we can accommodate up to 12 participants with two facilitators.

Who Should Attend

This workshop is designed for sales people who deliver sales or business development presentations to customers.

What Participants Will Learn

By attending this workshop, your employees will learn to:

- Assess their existing skill level and set personal improvement objectives
- Use IWCC's Sale Strategy Planner to craft a winning presentation strategy
- Plan their presentations by analyzing your clients' buying objectives and tying benefits to clients' needs
- Develop their presentation by focusing on the information that your customers need in order to buy
- Design powerful, attention-getting openings and closings
- Design, integrate and use visual aids to support their sales message
- Deliver presentations using effective verbal and non-verbal techniques
- Handle audience interaction
- Manage sales objections effectively



**Better Speakers
Better Writers
Better Business**