

Presentations that Help Win More Contracts for Professional Firms

Team Presentations for Business Development

Course Objective

Your consultants will leave this two-day workshop with immediately-usable skills for planning, developing and delivering team presentations that win business. They will learn to be more efficient when planning and writing presentations thus minimizing their billable time. As well, they will learn to deliver credible presentations that give prospective clients assurance of your firm's capabilities.

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 consultants who have responsibility for business development.

What Participants Will Learn

By attending this workshop, your employees will learn to:

- Develop an effective team sales presentation strategy
- Plan their presentations by analyzing their clients' buying objectives and tying benefits to clients' needs
- Develop their presentation content by focusing on the information that clients need in order to buy
- Design powerful openings that enhance credibility
- Design, integrate and use visual aids to support their sales message
- Deliver their presentations using effective verbal and non-verbal techniques
- Handle audience interaction and manage objections
- Look and act like a cohesive team
- Present a seamless team presentation

