



Training  
programme

## B2B SALES PRESENTATIONS 1

in-room  
or on-line

- **OBJECTIVES** ▶ *Improve your confidence, image and impact, in both on-line and in-room presentations.*
- **CONVICTIONS** ▶ Presentations - and even more so online presentations - require speakers specific talents to be interesting, convincing and motivating.
  - ▶ With the right method, everyone can quickly develop these talents. They value the speaker and they encourage listeners to agree
  - ▶ Presenting effectively in meetings and in public accelerates success and many careers. The training time to invest is counted in days, the gains sometimes in years.
- **TARGETS** ▶ Leaders, managers, experts, teams, making in-room and/or on-line presentations. From young managers to seasoned speakers, all make significant progress in this training.
  - ▶ Prerequisite: having a minimum of experience in presenting in-room or on-line.
- **CONTENT**
  1. Enhance your professional **image**, both in public and on-line. Identify the specific improvements that will enable you to be better perceived. Leverage your verbal and non-verbal assets, to appear more comfortable and to project a greater personal **credibility**.
  2. Present a **message** in a convincing way: idea, project, activity, method, report, service. Experiment improvements compared to your preceding presentation in the training. Grab attention from your first words and keep it until the end. Conclude with a rhetorical method and with **impact** to win support.
  3. Use a proven **structure** to save a lot of time and stress in your preparations. Organise, clarify, simplify, illustrate your data and summarise your key-points. Ask rhetorical questions, emphasise your reasoning and stories that lead to your answers. Be able to move away from your slides and make your presentations **memorable**.
  4. Improve your **assertiveness** and prove resilient in the face of questions and objections. Run a successful three-part presentation incorporating the proposed new techniques. Find the right **balance** between solidity and diplomacy to defend your ideas. Keep your composure under pressure, rather than being destabilised.
- **METHOD** ▶ You benefit from presentations and exercises to make our tool box your own. You have allocated times to prepare and to make presentations to the group.
  - ▶ You review your videos, in private with the trainer, who gives you detailed feedback. At each video review, you receive precise recommendations and you set with the trainer a priority for improvement, that you will implement as soon as the next exercise.
  - ▶ So you integrate your learnings from exercise to exercise during the training. You evaluate yourself and the training: at start, at the end, and 1 month later.
- **MODALITIES** ▶ In room: 2 days with 2 trainers & 2 rooms. Advantage: participants relations. 15h training.
  - ▶ On-line: 4 mornings 9h-12h45 + 45mn individual feedback per afternoon. 18h training. You receive in advance the objectives, programme, login code and participant manual. Advantages : you practice tips for remote situations and receive more in-depth feedback.
  - ▶ If you have a disability, please contact us to find a suitable accommodation.
  - ▶ Price 1880 € excl. tax per participant. In-house price: please contact us.