



Training
programme

B2B SALES PRESENTATIONS 2

in-room
or on-line

- **OBJECTIVES** ▶ *Gain confidence, ease and charisma in pitches, both in-room and on-line.*
- **CONVICTIONS** ▶ Confidence, ease and charisma are talents that can be learned and cultivated. Their acquisition also makes preparations more serene and productive.
 - ▶ Training over time allows speakers to maintain and improve their presentation skills and their degree of success in pitches.
 - ▶ For remote presentations, on-line training allows for better performance and makes the difference between them and competitors who are not trained in this way.
- **TARGETS** ▶ Leaders, managers, experts, sales people and teams involved in presentations. All make significant progress in this training, from young Sales People to the Sales Director. Prerequisite: having followed our "Winning B2B Sales Pitches" training.
- **CONTENT**
 1. Highlight a report and the results for an existing client or practice storytelling of a successful experience with another client. Valorise successes, acknowledge mistakes, explain the answers provided, insert corporate values that you hold dear.
 2. Gain a new level by expanding your verbal and non-verbal assets, share your enthusiasm, especially when you present after competitors, in order to get more attention, even from those less interested in the subject. Practice the elevator pitch to increase your density and influence.
 3. Optimise your visual aids: select, prune, lighten the texts, illustrate and precisely plan your "Verbal Added Value". Prepare and deliver a presentation on one of your recurring topics, with few slides and lots of VAV.
 4. Prove your agility by quickly organising a presentation on an impromptu subject, and take every opportunity to deliver your "Essential Prepared Messages". Balance self-confidence and quality of contact when you are challenged by listeners.
- **METHOD** ▶ You participate in a series of new exercises to reinforce and perfect your skills.
 - ▶ Alternate work between group training and private debriefings saves time for everyone. 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 one month later.
 - ▶ With this method, you will acquire new habits which prove effective and long lasting.
- **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.