



## Effective Sales Presentations

# Presentations that Sell

In today's "sell me" environment, possessing the ability to present your ideas to internal and external customers is no longer something that's nice to have...it is a must.

You don't have to be a professional orator, but everyone needs to be able to present their ideas with confidence, and regardless of personality, everyone can.

After 25 years in sales, I've learned many strategies for creating and delivering effective, impactful, memorable presentations, including:

- Assessing your audience
- Creating a customized presentation to fit them...not you!
- Controlling the atmosphere and giving yourself a home-court advantage.
- The value of handouts and listening aids.
- Getting and keeping the audience engaged.
- The best way to avoid a tough Q&A session is to ask questions yourself.
- Creative ways to make your point and make a lasting impact.
- The importance of a great closing.

We're constantly presenting...to our boss, our co-workers, our customers, our spouse and our kids. This seminar will be a great investment of your time by giving you tools that you can use every day from now on.

*Randy's presentation made me feel more confident in myself.*

Jennifer Webb/V.P. & Dallas Region Ops Mgr/Plains Capital Corp.

***Teaching the Essential Elements of Excellence for work and life!***