

Gain and hold the audience's interest and buy-in

Use your presentation to convince the customer that they want what you're selling – and they want to buy it from you.

An intensive one-day session to hone your message, materials and delivery

Do you:

Learn how to:

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| X | Have difficulty conveying the strengths of your products and services in a short time? | ✓ | Use structured tools to make your presentations relevant, powerful and compelling |
| X | Want to improve your ability to present in front of an audience? | ✓ | Build the speaking skills without which your message will not reach its target |
| X | Worry that you don't have the best presentation team? | ✓ | Design your presentation to showcase your team's capabilities |
| X | Risk creating confusion in the customer by changing your story? | ✓ | Develop your team's ability to present a consistent and persuasive story |
| X | Get taken off balance by unexpected or hostile questions? | ✓ | Prepare for and respond to difficult questions |



“An enlightening approach to the art of presentation.”

Nicholas Robinson,
Estimating Manager,
Shape



88% Win Rate

Learn how to win 88% of the bids you respond to - that's our win rate over a 3-year period, as audited by Ernst & Young

(see www.shipleyswins.com.au for audit report).



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Detailed workshop outline

Introduction

- Make your presentations work for you
- Why is presenting important?
- Exercise: Identifying characteristics of effective presentations
- Identify your strengths and weaknesses
- Exercise: Assessing your presentation style
- How customers process information
- Exercise: Analysing interviewer responses
- Identify three elements of a sales presentation
- Consider the people
- Define your messages
- Analyze the situation
- Define importance of logic and emotion in sales presentations

Powerful Presentation

- Deliver a winning presentation
- Understand the impact of nonverbal behaviour
- Make your verbal and nonverbal messages congruent
- Assess your nonverbal skills
- Exercise: Review your non verbal attributes

Presentation Preparation

- Map your message
- Body
- Exercise: Selecting and ordering main points
- Exercise: Planning your first point
- Exercise: Preparing a presentation of Point 1
- Develop the opening
- Develop the closing

- Exercise: Developing your opening and closing
- Add impact
- Design graphics that sell
- Select the appropriate media for your situation
- Identify appropriate visuals
- Develop effective visuals
- Follow general guidelines for effectively presenting visuals
- Exercise: Mocking up a graphic for your presentation
- Organise teams for major sales presentations
- Exercise: Identifying team members
- Make stress work for you
- Identify the physiology of stress
- Describe the benefits of stress
- Implement methods for managing long-term presentation stress
- Exercise: Identifying symptoms of stress/excitement
- Manage short-term stress
- Exercise: Visualizing your successful presentation

Questions and answers

- Prepare for questions and answers
- Skills and strategies for answering questions effectively
- Exercise: Identifying when to schedule questions
- The "Public Relations (PR) approach" to answering questions
- Exercise: Brainstorming possible questions
- Preparing an answer to a probable question
- Encourage questions and comments
- Exercise: Delivering the presentation



Shipley provides consulting and training services focused on winning business in highly competitive environments.

We are a 40-year-old global organisation with offices throughout North America, Europe and Asia Pacific that support over \$300Bn in bids each year. We have trained over 45,000 BD professionals in 33 countries.



As a valuable addition to your library, you will also receive a copy of our award-winning Proposal Guide, which has all of the detail your organisation needs to implement the insights that you will learn about on the day.

Recommendations from previous participants

"Excellent workshop – we learned a lot in a short timeframe – highly recommended."

Paul O'Sullivan, Clinical Science Manager, Pacific Edge