

WhatWorks![®]

Designing And Delivering Captivating In-Person Sales Presentations



Presented by
What Works! Communications[™]

What Works! Sales Presentation Skills Training Introduction

What Works! Communications is excited to offer you a highly effective Sales Presentation Skills Program customized specifically to meet your most important needs and objectives.

The sales presentation is one of the most critical parts of the sales process. How well the sales person can communicate the value they have to offer, based on their customer's most important needs, will determine whether or not they win or lose the business.

Our objective for this training will be for each of your sales people to significantly improve their abilities to design and deliver captivating sales presentations. They will also gain measurable and impressive growth in their abilities to present effectively and confidently in front of small to large groups.

Value to YOU includes the following:

- **Significantly shorten your sales cycle**
- **Beat the competition more often**
- **Consistently close bigger and better deals**

Typical clients and participants that have gone through the What Works! Sales Presentation Programs have enjoyed an increase in sales ranging from **10% to 25%** in the first year, while some groups have actually **more than doubled** their sales.

Our programs are fun, engaging, and interactive, which creates an ideal environment for effecting positive long lasting change. What Works! Provides follow up training and coaching so that the participants will maintain their newfound skills while continuing to grow and develop.

Tom Drews, your instructor, is considered to be an expert in the world of Sales and Presentation Skills Training, having trained organizations including WebEx, Google, The British Consulate, VERITAS, Symantec, Hyperion Software and Oracle.

Sales Presentation Skills Course Outline

The following will provide you with a basic outline of the What Works! course. Please keep in mind, there may be many changes to this outline once I have conducted a thorough needs assessment.

My proposed What Works! program from start to finish will include a series of interviews and assessments, presentation design consultation, training program development, and coaching and training. The program will consist of a blend of instruction, collaboration, exercises and role plays. Suggested class size is between 6 and 12 participants.

As mentioned earlier, my program is fully customized to meet your most important needs. I begin my process by holding interviews with you and others managers, as well as members of your sales team. I would also send out a brief questionnaire to obtain additional helpful information relevant to the program. The training program may or may not include the following, depending on your needs:

I. Presentation Design Consulting

Being able to effectively deliver a sales presentation means little if the “visual” part of your presentation isn’t powerful to start with. Your presentation may be exactly where it needs to be right now. However, I propose that I initially take a look at your existing sales presentation template, as well as watch a few live presentations, and provide you with any feedback and/or consulting that might be helpful.

II. Needs Assessment Process

This is an optional part of our offering, but it is worth of including here, as it’s such a critical part of the sales process. The number one greatest mistake most sales people make is not clearly understanding the customer’s most important pains and needs. During this portion of the training, we will focus on the following:

- The importance of understanding the customer’s needs
- A simple questioning process that includes uncovering the customer’s situation, their problems, the implication of their problems and their needs

- Determining the customer's problems that match your most unique offerings
- Brainstorming and compiling the most effective questions to uncover these problems
- Role plays to practice the needs assessment and questioning process

III. Presentation Design

The objective of this module will be for each of the participants to learn a simple, efficient and highly effective method for designing a customized sales presentation from start to finish. Participants will learn to utilize the What Works! Presentation Template to assist them in designing their presentations in as little time as possible. Once participants have learned to design their own presentation, they will construct an opening based on a real world example. Some of what we will cover includes the following:

- How to design the sales presentation using the What Works! Template
- Designing a captivating opening to grab the prospect's attention
- Crafting powerful 3rd party customer success stories
- Making the most of your visuals, including PowerPoint design
- How to close and inspire your audience to take action right away

IV. In Person Presentation Skills

Our goal here is for each of the participants to significantly enhance their ability to present effectively in front of small to large groups. Once each individual has crafted their opening, they will present in front of the group and receive presentation coaching and feedback. Instructional content and exercises will include the following:

- Eye communication, facial expressions, voice, gestures, movement and posture
- Strategies for conquering the fear of speaking in front of groups and individuals
- Preparation, practice and rehearsal strategies
- Eliminating distracting behaviors such as ums, ahs and you knows
- Engaging the audience with third party customer success stories
- Making the most of technology and how to use it effectively
- Handling difficult questions and responding with poise

V. Presenting Online (Optional)

One of the greatest challenges we face when delivering online presentations, using WebEx or any comparable tool, is keeping our audience awake, alive and interested. You may have the greatest message in the world, but it means next to nothing if you can't effectively engage your audience while presenting in the virtual environment.

This program is specifically designed for anyone that presents online and would like to more fully engage their audience so that they can achieve their most important objectives. Ideally, a portion of this course will include having each of the participants present online while at the same time receiving personalized coaching. Some of what participants will learn include the following:

- The number one most important strategy for captivating your audience
- Ten best presentation strategies from the top 5% of WebEx sales people
- The most important "online" tools and how to effectively use them
- Using live video to connect and bond with your audience
- Strategies for creating interaction and gauging your audience
- How to make the most of your voice and other delivery skills
- Engaging your audience with the various annotation tools
- Handling technology glitches and problems during your presentations
- Making the most of visuals with photos, graphics, multi-media and video
- The top five biggest mistakes people make when presenting online



Tom Drews

Tom Drews is a consultant, speaker and the President of What Works! Communications. He is considered to be a leading expert on designing and delivering captivating presentations, having delivered his programs for organizations including Google, Symantec, The British Consulate, VERITAS, ADP, WebEx and Oracle.

He was previously VP of Sales for two different fast growing technology companies in San Francisco, and ran a sportswear company selling his product to 87 department store chains, including Macy's, Footlocker and Wal-mart.

Tom has learned to deliver entertaining and engaging programs as a result of his spending time in Hollywood as an actor, where he studied improvisation, performed stand-up comedy and acted in soap operas including Days of Our Lives and General Hospital. His real claim to fame was going on The Dating Game.

Testimonials

"I have never received so much value in a single training. It was a completely engaging, challenging and fun course. Our group actually looked forward to coming back from breaks and testing their new found speaking skills. Tom adapted throughout the course to our team's unique needs. The day was over before we knew it and everyone left eager to continually build upon what we had learned."

Brogan Taylor, Major Accounts
WebEx Communications

"Tom made an immediate impact with his ability to come in and establish credibility through his understanding of our requirements, our terms, and the need to have a program customized to our specific business. Tom's clear preparation and professionalism were evident throughout the process and the time invested in the program was very worthwhile. Spending any length of time out of the field or office is stressful. Time spent with Tom was informative, entertaining, and a valuable investment."

Susan Hollister, Training Director
Symantec

"I was very pleased with the results of the What Works! Sales & Presentation Program – it was an effective, efficient program and provided my team with additional sales presentation skills. I would highly recommend this program to anyone who is interested in building a more effective sales team."

Marcy Keenan, Senior Vice President
Moonlight Systems

I liked Tom's simple and effective approach to presentations skills, content, structure and delivery. He taught us how to formulate a presentation for any occasion by using some simple techniques. Tom is a natural, engaging and keeps his audience focused on the message.

Jonathan Morton, Marketing Executive
Unilever

"Thanks to What Works! I was able to organize my presentation in an impact way to convince my boss to approve my new program proposal on the spot."

Lisa Villasenor, Director MarCom
WebEx Communications

"The training and coaching with Tom Drews was extremely beneficial in tuning my presentation skills. With the skills that Tom can foster in our sales force, \$2 Billion in sales is a reality not a target."

Paul Armstrong, Systems Engineer
VERITAS Software, Inc.