



SALESLEVERS

Sales Presentations

Why?

This is a core skill for anyone involved in selling. Yet the vast majority find making presentations stressful and all too often the presentations are not as effective as they should be.

Organisations need to know that the right message is being communicated in the right way.

The challenge is increased by needing to present in a hybrid world and manage increasingly demanding and complex buyer behaviours.

What?

Skills, tips, techniques, and methodologies to make presenting easier, more enjoyable, and more effective

1 Make the difference. Video coaching showing before and after

2 The keys to effective presenting

3 Build your message

4 Structure – ways to organise the message

5 Language and style – rhetorical techniques

6 Preparation

7 Projection – voice, phrasing, breathing...

8 Manage the audience to gain commitment

9 Application to a hybrid world

10 Final video pitch for coaching commentary

How?

Training Ground: Develop salespeople through:

1. **Face-to-face workshops** (typically 3 days) working with small groups for maximum impact
2. **Remote learning** (typically mini-sessions building into a 10 hour programme) or
3. A **hybrid** approach.

Kitbag: Work on presentation tools e.g., voice exercises, checklists

Playbook: e.g., preparing and delivering team presentations

What if?

The personal payback is in decreased stress and increased effectiveness.

The commercial payback is in improved conversion ratios and improved use of team time



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Why SalesLevers?

SalesLevers team members are “reflective practitioners” with decades of presentation experience in a wide range of settings, combined with the ability to continuously observe and improve.

Our supportive but (where appropriate) challenging approach delivers measurable and immediate improvements that can be sustained with ongoing observation and coaching.