
Putting Together a Presentation That Sells

For Your Company or Organization





Key Targets for Example Company's Business with Presentations and RFPs:

- ✓ Business Owners
- ✓ Owner Representatives
- ✓ Architects & Engineers
- ✓ Company Boards

Primary Challenge during Presentation and RFP Process:

- ✓ Ability to maximize presentation effectiveness with the RFP time cycle for higher conversions
- ✓ Do not have a current process in place to increase confidence level of presenter(s) both in person and virtual

Results that Company Example. Seeks to Improve the Interview Presentation Process:

- ✓ Thoroughly understand a proven process to create winning presentations through more effective public speaking skills that sell and convert more clients
- ✓ Set up a winning training format that leadership can utilize to effectively train presenters with their presentation or interview prep process
- ✓ Generate higher level of confidence, sensory acuity, and rapport building skills for presenters and leadership trainers
- ✓ Speak from clarity to what is compelling to prospects and how to adapt confidently to sudden changes during the presentation.
- ✓ Develop and implement a better communication style including nonverbal communication with presenters to instill confidence with buyers and show higher levels of camaraderie with the team.



Scope for Methodology and Training:

Training 1: (2 hours in person per group)

First Hour (audience interaction throughout the hour)

Provide leaders and selected presenting team with process to develop and sustain confidence level to deliver winning presentations for higher conversions. This is necessary to build a foundation from a success mindset and process to master the art of presenting and winning more proposals.

- Define and provide process to develop a success mindset on a consistent basis for presenting winning presentations
- Process to remove self-limiting beliefs that hinder consistency with delivering effective presentations
- Learn and apply the emotional intelligence process with a “for you vs. to you” attitude and how to respond vs. react to situations and people during a presentation.
- Tips and skills to develop confidence when done daily that will enhance stronger rapport building with prospects and customers during the presentation
- Share and select with personal KPIs to track and measure progress
- Group discussions to escalate the learning process

Second Hour (audience interaction throughout the hour)

Understand and apply effective communication styles that best build rapport and lead to more engagement during your presentation to others

- Cover the difference between effective versus ineffective communication
 - styles when delivering a presentation
- Learn and apply best principles to become an extraordinary communicator with presentations which includes active listening skills, asking questions to build rapport, understand different personality types, and skills to apply sensory acuity skills to others for higher engagement
- Learn and apply best emotional intelligence principles to connect on shared values with others for higher engagement and buy in
- Learn and apply better strategies to overcome objections or sudden changes during the presentation
- Share and select KPIs to track and measure progress
- Group discussions to escalate the learning process

Assignment: Prepare a daily routine to implement each day to build confidence and choose a communication style that best aligns with their personality and strength to deliver effectively

Training 2: (2 hours in person per group)

Share with leaders and the presenting team a proven process to enhance public speaking skills that will help everyone clearly and effectively convey their thoughts and ideas to an audience when delivering a presentation

First Hour (audience interaction throughout the hour)

- Learn and apply the 5 key steps to improve your public speaking skills: Delivery, Body Language, Connecting with the Audience, Putting Together an Effective Presentation with Flow, and Practice
- How to pause and eliminate “ums” and “ahs” that will increase your audience’s attentiveness and engagement with your presentation
- How to control the pace and length of your presentation from a place of calm and steady energy
- Group activity and discussion to practice the 5 key areas of public speaking and reduce “ums” and “ahs” when speaking

Second Hour (audience interaction throughout the hour)

- How to use stories that connect by sharing versus telling your audience that align with their challenges and then speak to the results they seek
- How to use questions instead of being direct to present your benefits of impact to your audience
- How to keep your presentations conversational for more interaction and leads to a higher rate of call of action
- Group activity and discussion to practice using a story to align to your audience’s challenge and speaks to the results they seek and how to better use questions to convey your benefits better

Assignment: Prepare a story to align to your audience’s challenges and use high impact questions to align the benefits that solve them and generate the results they seek for a short ten minute presentation. No more than six slides. Practice presentation several times and count “ums” and “ahs”. Goal is to reduce them each time.

Training 3: (2 hours in person per group)

Opportunity for leaders and the presenting team to present based on what they have learned with feedback from the facilitator and peers.

First Hour (audience interaction throughout the hour)

- Recap of Training 2 to address and solidify answers to all questions
- How to eliminate the fear of rejection and build quicker buy in from your audience

- Start mock presentation session with each person to present using a story to align to a challenge and use questions to convey benefits to the results the audience seeks. 10 minutes for each person
- Includes 5 minutes of feedback from the facilitator and peers

Second Hour (audience interaction throughout the hour)

- Continue mock presentation session with each person to present using a story to align to a challenge and use questions to convey benefits to the results the audience seeks. 10 minutes for each person
- Includes 5 minutes of feedback from the facilitator and peers

Assignment: Modify presentation based on feedback to re-structure flow and delivery if required to present for training 4. Practice presentation several times and count “ums” and “ahs”. Goal is to reduce them each time.

Training 4: (2 hours in person per group)

Opportunity for leaders and the presenting team to revamp their presentation and track and measure improvement since Training 3.

Two Hours (audience interaction throughout the hour)

- Each person to deliver their revised mock presentation using a story to align to a challenge and use questions to convey benefits to the results the audience seeks. 15 minutes for each person
- Includes 5 minutes of feedback from the facilitator and peers
- Wrap up entire program while addressing further questions and each participant sharing their key takeaways and next steps to improve their public speaking skills for delivering presentations

Results Anticipated from this Program:

- ✓ Revamp your process to increase your presentation and interview effectiveness for more conversions with clients.
- ✓ Better flow with addressing the challenge, sharing your story, results anticipated, and call of action with your presentations
- ✓ Leaders will be able to effectively train the interview or presentation team ongoing with these principles that will lead to more conversions with business.
- ✓ Develop more personal confidence and better communication skills to win for more sustainable business through the presentation process.
- ✓ Be more accountable with everyone's role and duties to build a process that wins more through a better presentation process.
- ✓ Use select KPIs to track and measure progress toward desired objectives

This Four Step Program comes with a workbook and other collateral for team leaders and the presentation team to use during the learning and applying process to track and measure progress

Coaching & Training Investment:

There will be four (2) hour training sessions per group over one month. A total of 3 months to effectively train and show results.

Sustainable Solutions for Sustainable Results in Your Business

- Business coach
- Business process strategy communication and leadership development
- Business influence and marketing strategy
- Mergers and acquisitions
- Mindset development for more sales and retention in business
- Business valuation and exit strategy



christophersalem.com • chris@christophersalem.com

Business Influence Strategist
Award Winning Author
World Class Speaker
Radio Show Host

