



# Technical Presentation Skills

*Studies indicate that purchasers are widening their circle of decision-makers. They are relying more on supplier-led group presentations, which are a more efficient method of obtaining buying information.*

*The goal of this workshop is to equip sales staff with powerful presentation skills that match their personality. An experienced machine tool marketing professional created the workshop. It specifically addresses the challenges of both technical and sales/strategy-based presentations.*



Customers will never be bored again once you have mastered these simple speaking skills.

## Answering Your Presentation Questions

- *I took speech in college. Are those techniques the most effective in a Technical Sales Presentation?*
- *I can talk to a group of customers seated at a conference table, but when I stand up everything changes. What can I do to overcome this problem?*
- *How do I handle a troublemaker who keeps interrupting me during a presentation?*
- *Impromptu speaking is my weakness. Can I learn how to think on my feet?*
- *How can I deal with anxiety before and during a presentation?*
- *How can I capture and hold the listeners' attention without being an exhibitionist or detracting from the product?*
- *What's the best solution for the customer who falls asleep while I'm talking?*
- *I have trouble getting organized for a presentation. Are there specific things I can do to eliminate this problem?*
- *How can I make the customer remember my presentation longer than my competitor?*
- *When should I use slides or overheads? Is computer multimedia a feasible alternative? When should I pass out printed handouts?*
- *I have to lead a presentation team, what can I do to maximize the performance of the team?*

# Why Attend?

*"Public speaking is the #1 fear among US workers. It outranks death and sickness!"*

*Studies reveal that customers are influenced more by our attitudes than the information we are trying to impart. This is contrary to the presentation tactics used by most engineering-based businesses. We must learn new presentation skills before experiencing the frustration of lost orders.*

*Outdated presentation practices, inadequate preparation, boring technical speakers and data overload will all be addressed. This seminar will spark a new confidence and excitement on your sales team.*

## SEMINAR OUTLINE

### KNOWING YOUR AUDIENCE

*Maintain control by understanding the needs and reactions of the audience.*

- AUDIENCE TRUST - Establishing rapid credibility and rapport.
- AUDIENCE EXPECTATIONS - Understanding audience needs and expectations. How to "read" the audience while you are speaking.
- AUDIENCE PARTICIPATION - Why it's necessary to involve the audience in the presentation. Subtle and overt methods are explained.
- AUDIENCE DATA RETENTION - Discover how your presentation will "stick to their ribs" long after the competitor is forgotten.

### PRESENTATION ORGANIZATION

*Learn how to brainstorm, outline and create a presentation strategy.*

- GOALS & OBJECTIVES - Establishing clear & meaningful presentation goals is fundamental to success. Three simple rules are explained.
- FOUR PRESENTATION STAGES - These four logical steps follow the customer's natural persuasion process. You will always know where you are headed.
- MEETING LOGISTICS - Many a good presentation went down in flames due to poor logistics. A complete meeting checklist will be provided.
- PRESENTATION TIMING - Timing is critical due to changing customer energy levels. Learn how to use these energy changes to your advantage.
- PRESENTATION MODES - The "Lecture mode" is the most popular and the least effective way to present your story. Discover several effective modes of presentation.

### THE NATURAL PRESENTER

*You don't need to change your personality to be an effective speaker.*

- FEAR & CONFIDENCE - The effects of fear can either be crippling or invigorating. Simple tips from the experts work wonders.
- NATURAL or PROFESSIONAL? - Why the "Professional" speaker syndrome annoys the customer. Learn how to be your natural self while speaking.
- EXPERT TIPS - These little-known speaking tips will be your secret to success. Practical yet profound, you will even know how to quench your thirst.
- THINKING ON YOUR FEET - Impromptu speaking can be deadly. Discover a simple technique that will never leave you speechless again.
- OBJECTIONS & QUESTIONS - This is the most dangerous time of a presentation. These unforgettable tips will transform questions and objections into a dynamic presentation tool.
- MEDIA & TECHNOLOGY - Using the wrong media can be distracting. Slides, overheads, flip charts and computer projection will be discussed.

## **TECHNICAL & STRATEGIC SALES PRESENTATIONS**

*Traditional speech techniques can actually work against you in a technical or strategic selling presentation. Upgrade to industrial strength skills that follow the customer's persuasion patterns.*

- *TYPES OF PRESENTATIONS - All presentations are not created equal. Don't make the fatal mistake of being in the wrong presentation mode. Four modes will be explored.*
- *TECHNICAL PRESENTATIONS - Machine Tool selling is technical by nature. We can increase the customers understanding by up to 500% by following several clear guidelines.*
- *STRATEGIC SALES PRESENTATIONS Most sales presentations are not a speech at all. They are a strategy presentation. Find out how to deliver your story in a strategic format that will lead your customer to the desired logical destination.*
- *MEETING LOGISTICS - Many a good presentation went down in flames due to poor logistics. A complete meeting checklist will be provided.*

## **PRESENTATION TEAMS**

*As technology and quality issues increase we are using more technical support and management staff in presentations. Learn how to avoid the obvious dangers.*

- *WHEN TO USE A TEAM? - Machine Tool selling is technical by nature. We can increase the customers understanding by up to 500% by following several clear guidelines.*
- *THE TEAM LEADER - Leadership roles and responsibilities are defined. Selecting the right leader is the first step to success.*
- *TEAM SELECTION & ORGANIZATION - Selecting the team members and placing them in the proper speaking order will be the focus.*

Decision Technology, Inc., 1665 Fawns Ridge Drive, Ada, MI 49301-8904 (616) 676-4650  
**[www.scienceofcustomers.com](http://www.scienceofcustomers.com)**