



STRATEGIC DIRECTION



TRAINING ON TARGET

Presentation Skills

Purpose

To give managers the skills to plan and to deliver effective presentations with Confidence.

The Need

Most managers and all sales people have to make presentations that are important to their success. It may be a presentation of plans to a customer, a submission of a business proposal, an application to a committee for funds or a technical briefing of professional colleagues. In all cases a successful presentation will significantly enhance the chances of success and a growth in personal esteem.

Contents

The programme will cover:

- ▶ Problems with presentations
- ▶ Purpose of the presentation
- ▶ The audience needs
- ▶ The need for a structure
- ▶ The presentation of data
- ▶ Use of PowerPoint software
- ▶ Personal mannerisms
- ▶ Involving the audience
- ▶ Answering questions
- ▶ Post presentation evaluation

The participants will have several opportunities to practice the skills learnt in the workshop.

Benefits

After the workshop participants will be able to:-

- ▶ Plan a presentation with clear objectives.
- ▶ Create a structure to the presentation.
- ▶ Prepare information in an effective form.
- ▶ Deliver a presentation clearly.
- ▶ Anticipate questions and discussion points.
- ▶ Understand the potential distractions.
- ▶ Evaluate the presentation and plan for improvement next time.

Participants

This workshop is designed for sales professionals and line managers who, in addition to their normal responsibilities, are required to deliver presentations sometimes at short notice.

Duration and Format

The 2 day format includes at least 2 practice sessions for each participant, so for groups larger than 8 we require additional facilitators.