

Effective Sales Presentations



*New Directions in Sales
and Service Training*

What Is ESP?

Effective Sales Presentations (ESP) is a two-day workshop which provides a flexible framework to develop presentations for all situations. Rather than employing a one-size-fits-all approach, it teaches participants how to *adapt* the content of the presentation to fit the needs of the audience by varying structure and delivery. ESP stresses effective use of planning, analytical, and delivery skills in formulating successful sales presentations leading to client commitment.

Who Should Attend ESP?

ESP is beneficial for all salespeople, sales managers, and technical support people. Giving an effective presentation is often crucial in making a sale, and an effective speaker can influence the thinking of the audience in the desired direction. Throughout ESP participants are introduced to methods by which they can identify client needs in order to formulate and deliver appropriate presentations leading to the close of a sale.

Topic Areas Covered in ESP

- ◆ When To Make a Presentation
- ◆ Developing a Presentation Plan
- ◆ Needs Identification
- ◆ Audience Analysis
- ◆ Recommendation Formulation
- ◆ Delivery Techniques
- ◆ Audio-Visual Use

What Are the Outcomes of ESP?

At the conclusion of ESP, participants will be able to do the following:

- ◆ Recognize appropriate placement of presentation in sales cycle
- ◆ Plan audience-centered presentation
- ◆ Adapt delivery skills to suit the situation
- ◆ Select content which satisfies the needs of the audience
- ◆ Gain firm client commitment to recommendations

About New Haven Consulting Group, Inc.

New Haven Consulting Group, Inc. is a full-service training company specializing in sales, service, management and compliance training. For more information regarding ESP and all other NHCG, Inc. products or services, contact us at (203) 926-1526 or by E-mail at info@nhcg.com.