

## “Present The Way Your Clients Learn” A Hands-on Creative Sales Facilitation Skills Program



### Introduction

Ever found yourself doing a sales presentation that you wish you are not there? Ever wonder how you can be more creative to solve those sales presentation problems standing your way? How will it feel like if you can experience your best making effective sales presentation to tough audience and turning their hostility into respect for you?

This program is packed with the toolkit you need to create a positive experience whenever you need to deliver a training presentation, regardless of whether you are doing it on a one to one basis or on a group basis.

### Program Objectives / Learning Outcome:

At the end of the programme, participants will learn to:

- 1) Use an optimal mix of visual, vocal and verbal elements to present information and ideas with clarity and impact and to deliver the intended message with a punch;
- 2) Engage clients of different personalities more effectively with speed
- 3) Engaging the clients in ways that they can be influenced

### Target Audience

Sales professionals who are looking for new ideas to create a lively & engaging environment for clients to continue a robust business partnership

### Program Duration:

2 days for 12 pax maximum per class (Intensive)  
1 day for 15 pax maximum per class (Express)

### Programme Methodology

We include **humor and colorful stories** from our corporate management career as well as personal life to lighten the mood.

### Pre & Post Training Assessments (optional)

A pre-training assessment is done at the start of the training and a post-training assessment at the end of the workshop

### Interactive Workout

Participants will get to talk about the current challenges that they are facing, what have they done and how did they do it to manage their current challenges via **a variety of energizing activities with intensive and fun interactions!**

Participants will be facilitated to talk about what have worked for them and what didn't and the reasons for it as they have perceived it to be.

They will identify their own situations from case studies developed specifically within their own company context

Break up into smaller teams to brainstorm on solutions and come to a consensus on how they will manage those situations.

The facilitator will give live demonstrations of techniques with a clear process and framework using handy toolkits based on different case scenarios and people of different personality

### Closing the Feedback Loop through Engagement (Action Planning & Role-play) Application Practice

Participants will then put what they have picked up into actions through actual case planning & role-play practices. During the role-play, feedback will be given through self, peer, and facilitator critique

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### **Program Outline**

#### ***Module 1: Challenges & Readiness***

- 1) Assessing Readiness – Case Scenarios  
Role-Plays
- 2) Position Your Approach to Suit Your  
Participants
- 3) How to Manage Your Nervous Energy?
- 4) Positive-Power Words & tones; Visuals &  
Body Language in sales facilitations

#### ***Module 2: Styles, Flows & Deliveries***

- 1) Organizing the Presentation, Time & Agenda
- 2) Three Styles to Fit Different Clients
- 3) Six Delivery Techniques
- 4) Ice-breakers, Quick Energizers &  
Involvement Techniques – Do's & Don'ts -  
M.A.G.I.C. Integrative Technique
- 5) 10 Instant Creative tools & Techniques for  
Immediate Results

#### ***Module 3: Clients Management***

- 1) Managing Problem Clients
- 2) How to Give Negative Feedback to Correct  
Clients When You Have To Do it During A  
Sales Presentation
- 3) How to Respond to Negative Feedback As A  
Sales Professional During A Sales  
Presentation
- 4) Discussion Room Arrangements

### **Application of Concepts**

Towards the end of the workshop, participants will be facilitated to develop their own individualized S.M.A.R.T action plan for them to implement learning back at work