# Technical Demo Presentation Skills

*Persuade. Inform. Educate.*
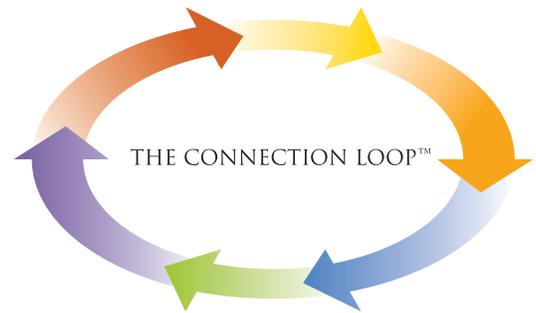
THE CONNECTION LOOP™

*Participants will discover why their audience wants them to succeed, and they will be introduced to concepts, tools, and best practices to help them do so.*

*Your team will learn to give exciting technical presentations to both technical and non-technical audiences. Their technical presentations will come alive!*

## Program Description

Your company's technical presenters face considerable challenges. They must know your company's products cold, be skillful in running the software, and be adept at the picks and clicks. And they must also engage the customer, articulate key benefits, and present a calm and confident demeanor so others perceive them as a competent, committed, and trusted partner.

Today's technical presenters must master the fundamental principles of presentation skills that are necessary to develop enriching, engaging, and long-lasting partnerships with their users and customers. By having greater command of the presentation environment, technical presenters will be far better equipped to confidently represent their company's product line, attract and retain customers, and increase the quality of the customer experience. If your technical specialists can be more confident and persuasive when in front of a group, they will be better able to contribute more readily to the company's success.

- **Challenge:** So how can your team learn to give technical presentations to both technical and non-technical audiences and keep them engaged and excited about your products?

- **Solution:** The *Technical Demo Presentation Skills* program will give your team the skills they need to make their technical presentations come alive!

Today more than ever, effectiveness as a technical specialist is linked to a person's competence and comfort as a speaker. You want your team to help your customers understand the key benefits of your products and show them how your solutions will enable them to achieve greater business success. To do that your team needs to excel at giving exciting demo presentations. We will help them accelerate their speaking skills so they can clearly present their ideas and demonstrate your company's products and services with greater passion and confidence.

## Target Audience

This program is designed for technical presenters, application engineers, and anyone who gives product demonstrations to groups of technical or non-technical audiences.

3 Days | 8:30 a.m. to 5:00 p.m. | 12 Participants | 1 Facilitator

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# Technical Demo Presentation Skills

*Theory is never enough to drive behavioral change. That's why participants will practice their new skills in front of the group and receive hands-on coaching in preparation for their final presentation.*

## Learning Outcomes

By the end of *Technical Demo Presentation Skills*, participants will be able to:

- Understand the importance of maintaining audience connection in a demo environment and use specific techniques to keep the audience engaged and responsive
- Master fundamental delivery skills used by highly effective speakers and be able to apply them to demo presentations
- Implement The DeFinis Navigator™, our fail-safe method for planning demo content that boosts the speaker's ability to stay on message and keep the audience on track
- Handle a Q&A session with credibility, knowledge, and tact
- Create an action plan for continuous learning

## Program Overview

We begin the program by introducing our core learning model, *The Connection Loop™*. Participants will learn a step-by-step process for keeping their listeners involved and engaged throughout the presentation. We will assess each person's current skill level so they have a benchmark on which to build new skills, and we will explore the presentation challenges technical presenters face every day. Participants will discover why their audience wants them to succeed, and they will be introduced to concepts, tools, and best practices to help them do so.

But theory is never enough to drive behavioral change. That's why participants will practice their new skills by delivering sections of their demo presentation in front of the camera in preparation for their final presentation. Using our signature *Line by Line Coaching™* process individuals will receive targeted feedback and coaching from the instructor. The proven DeFinis training method and the skillful guidance of our talented instructors ensure that participants will experience immediate results in their technical demo presentation skills.

**DeFinis Communications**

Founded in 1997 by Angela DeFinis, DeFinis Communications is a boutique communications firm specializing in presentation skills training. The company offers group training programs, executive speech coaching and speaker preparation for corporate conferences. By building knowledge and skill, improving performance, and providing tools for continuous learning they help their clients compete in a changing, challenging global marketplace.

**Clients**

Applied Materials, Aruba Networks, Autodesk, Cisco Meraki, Driscoll's, Electronic Arts, Ideate, Intapp, Linear Technology, PG&E, Quiet Rock, Recurrent Energy, Republic Services, Siemens Energy, Splunk, Symantec, Welltower

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