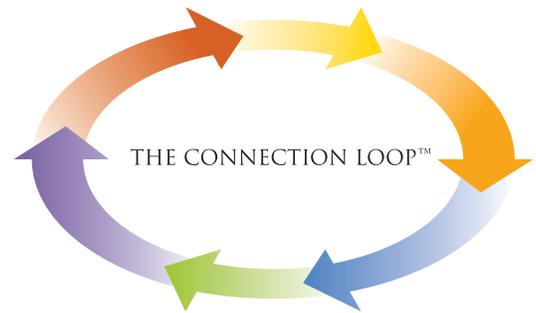


# Recharge!

## Sales Presentation Skills

*Refresh. Revise. Refine.*



*These days, good isn't good enough. You need your sales team to be compelling and competitive—to be prepared, informed, and polished in every customer interaction.*



*Help your sales team accelerate their presentations so that every customer interaction leads to success.*



### Program Description

Your sales team speaks to customers every day—on the phone, in person, on the web. They're the face of your company, representing your brand and differentiating your offerings. And in today's global environment, they're communicating across borders, cultures, and time zones, which raise the challenges even higher.

Your sales team needs to be prepared and polished in every customer interaction. Yet from time to time, most salespeople fall into a "slump." The presentation becomes stale, product or service excitement wanes, and customer involvement skills fall by the wayside. If you want your company to succeed, you need enthusiastic salespeople who not only know the ins and outs of your products and services, but who can present with confidence, and win the hearts and minds of their prospects and customers.

- **Challenge:** Your sales team knows what to do, but they don't always do it. Their presentations have gotten sloppy and disorganized, and they don't always focus on the customers' needs.
- **Solution:** *Recharge! Sales Presentation Skills* program will help your sales team polish their existing skills and master new ones.

*Recharge!* is a dynamic, interactive, hands-on learning laboratory. Our two-day sales presentation skills program is calibrated to meet the needs of salespeople. Designed with the sales team in mind, the learning activities and coaching process raise the bar and challenge sales professionals to achieve greater proficiency in their customer facing presentations.

### Target Audience

This program is designed for sales managers, sales teams, sales professionals, and anyone who gives sales presentations in any industry.

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

# Recharge! Sales Presentation Skills

*Theory is never enough to drive behavioral change, so get ready for action! Participants will practice their new skills individually and in small groups and deliver sections of their sales presentation in front of the camera.*



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## Learning Outcomes

By the end of *Recharge!*, participants will be able to:

- Understand the mind of their customer and maintain customer connection using critical skills to keep their audience involved and responsive
- Consistently use powerful and effective delivery skills with an emphasis on physical presence, vocal resonance, and distinctive language
- Implement the DeFinis Navigator™ for every presentation using this fail-safe method for content development to boost their ability to stay on message and keep their customers on track
- Go beyond “feature talk” and strengthen their use of rhetorical devices including stories, examples, data, quotes, and other rich sources of support evidence to build more customer-focused content
- Use value points to keep their message relevant and meaningful to their customer
- Use visual-aid strategies that will support their message and help them create greater buy-in and customer commitment

## Program Overview

We begin the program by introducing our core learning model, *The Connection Loop*. This step-by-step process will show your team how to keep their customers engaged throughout their presentation. We will look into the mind of the customer to learn why they want their salesperson to succeed. Then we will cover the concepts, tools, and best practices that will equip participants to exceed customer expectations.

But theory is never enough to drive behavioral change. Participants will practice their skills by delivering sections of their presentation in front of the camera in preparation for their final presentations. Using our signature *Line by Line Coaching* process, they will receive specific feedback and targeted skill coaching. The proven DeFinis training method and the skillful guidance of our talented instructors ensure that they will see immediate results in their sales 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