

# Presenting to Win

**Utilize dynamic presentations to gain new business.**

## **Every client presentation is a sales conversation. Ensure each one “passes the chemistry test” with your clients.**

Presenting to Win arms your business sellers and sales leaders with the processes and techniques to turn an ordinary client presentation into a dynamic tool to attain your business goals. It is designed to help your sellers and sales leaders capture the work once they've been short-listed through proven skill and content development techniques. It encompasses specific delivery skills, how to organize content, how to effectively interact with the audience, and how to create and use visual aids in a powerful way.

### **Performance objectives.**

- ▶ Understand, benchmark, and practice effective delivery skills with feedback.
- ▶ Learn a framework for analyzing the audience and planning the presentation.
- ▶ Develop client-focused content that behaviorally differentiates you in each of the essential presentation elements of introduction, body, and conclusion.
- ▶ Practice team presentation skills using an actual client opportunity.
- ▶ Handle questions and objections effectively during the presentation.

### **At a glance:**

Presenting to Win is designed to help capture work once you have been short-listed through proven skill and content presentation techniques.

## The experience.

Participants will learn what they often don't know about themselves—what their nonverbal communication is saying. Presentations are videotaped and participants are offered suggestions for improvement and time to practice. This is followed by a final videotaped presentation, in which participants are able to see how their skills have improved and develop strategies to enhance their next performance.

Presentations must have focus—a clear progression from start to finish that leaves any audience compelled to move toward your goal. Building on the concept of the GIFBP matrix graphic below, your sellers and sales leaders will learn how to achieve their goals through clearly defined and crisp communication. In this section, participants will master how to analyze the audience's needs, choose the best message and visual aids for that audience, write a hard-hitting outline, and deliver a winning presentation.

Participants will bring their new skills together for a final presentation that is delivered with planned, typical interruptions and questions that could potentially derail their focus. Skills honed at this level include how to truly maximize team presentations, how to get past distractions, and how to leave the audience with positive impact and compelling reasons to select your organization's solutions.

## GIFBP matrix.

The GIFBP matrix carefully matches your solution to the client's key issues and aligns the bottom-line benefits of your approach with the client's bottom-line goals.

