



HIGH ACHIEVER'S

Network

PRESENTS
IT'S ALL IN YOUR DELIVERY
by
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Part I - Building

A. The Impact of Public Speaking in Today's Market

B. Listening Communication Skills

1. Studies have shown that listening occupies _____% of the time we spend communicating.
2. _____% of our waking hours are spent communicating.
3. Speaking consumes _____% of our communication time, while reading and writing occupy _____% and _____% of our time, respectively.
4. Studies have shown that the average person recalls only 50% of the information received in an oral message.
5. You are the star - Visual Aids are the bit players.
6. Laptop computer technology in presentations - Friend or Foe?
7. Do you create a presentation that is worth listening to?
8. You never know who might be listening!

C. Is Your Presentation Persuasive or Informative?

1. Building your persuasive case
2. What is a harm?
3. Think proactive versus reactive

D. Mechanics of a Presentation

1. Speaking formats
2. The impact of audience analysis
3. Organization skills
 - Introduction
 - Body
 - Conclusion
 - Close

Part II - Delivery

A. It's All in Your Delivery

B. Speech Supports

- Anecdotes
- Analogies
- Definitions
- Examples
- Stories
- Statistics
- Testimonies

C. Developing a Creative Speaking and Sales Imagination

- Create an environment where potential and motivation are released - this includes personal and professional environments
- Read books
- Listen to tapes
- Attend courses
- Read newspapers, journals and magazines
- Create brainstorming groups
- Find a role model
- Watch television and movies and go to comedy shows
- Evaluate other speakers
- Conduct interviews with like customers or competition
- Join professional associations and committees
- Invite a mentor to lunch or dinner!

D. Becoming a Power Presenter

E. What About the Fear Factor?

F. Body Language and Gesturing Do's and Don'ts

G. Dress

Nine Biggest Sales Presentation Mistakes

H. The Nine Biggest Sales Presentation Mistakes

- Mistake 1* "Winging" It
- Mistake 2* Being Too Informative Versus Persuasive
- Mistake 3* Misusing the Allotted Time
- Mistake 4* Providing Inadequate Support
- Mistake 5* Failing to Close the Sale
- Mistake 6* Boring, Boring, Boring
- Mistake 7* Relying Too Much on Visual Aids
- Mistake 8* Distracting Gestures & Body Language
- Mistake 9* Wearing Inappropriate Dress

Putting It All Together...

I. Selling and Speaking = SALES SPEAK

Benefits to using the system

1. Demands control
2. Extremely professional, solid presentation
3. Prevents you from straying off the subject or course
4. Allows you a chance to share your knowledge and establish credibility
5. Allows your client to formulate fabulous questions, objectives, objections and positive images

SJODIN COMMUNICATIONS

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High Achievers Network

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