



How to Deliver Sales Presentations that Win the Business

You know that knot you get in your stomach when you're ten minutes into your presentation with your biggest opportunity of the year and the people at the far end of the table start reading their e-mail?

Well, now you'll never have to experience that terrible feeling again. Attend *How to Deliver Sales Presentations that Win the Business* and learn how to grab attention up front, hold it throughout and end with a sale. Don't think for a moment that this seminar is just about sizzle – although we'll help you put plenty of zip into your presentations. This program also concentrates on the “meat” you need to compete successfully in today's solutions-based selling environment.

We help you every step of the way – from organizing your thoughts to creating an outline, from assessing your audience to choosing your media. You'll actually develop and deliver presentations right in class. Your instructor will coach you through each presentation so that you can hone your skills more and more sharply.

Each of your presentations will be videotaped. You'll see yourself as others see you, figure out what works and eliminate what doesn't. By the end of the program you will have complete confidence in your ability to deliver winning presentations that consistently influence prospects and clients to say yes.

WHO SHOULD ATTEND

Sales people who want to increase their close rates through more effective presentations.

LEARN HOW TO

- Use body language to enhance your professional image
- Replace pessimism and apathy with enthusiasm
- Create presentations that position you as a problem-solver not a product-pusher
- Organize your presentation in a way that grabs and holds interest
- Use media as a support instead of a distraction
- Avoid annoying speech patterns
- Project confidence in yourself, your organization and your solution
- Persuade prospects to yes using Dale Carnegie's proven techniques for influencing people
- Turn question and answer sessions into additional selling opportunities

For more information or to register, visit us at www.dalecarnegie.com/catalog