



Sales Training

The objective of Sales/Workshop is to increase the presentation skills of your sales when persuading, educating, or informing any audience. Specifically, this workshop focuses on teaching participants methods of professional business communications including preparation, structure, delivery, strategy, using visual aids, and handling question and answer sessions.

Participants practice by preparing and delivering a real-life business presentation. Ideally, they will be delivering this presentation within 90 days of the workshop. Participants will be videotape, followed by one-on-one coaching sessions and given individual feedback from a JM Speaker LLC instructor.

This multi-approach system allows your sales people to evaluate their progress and alter any distracting behaviors. Sales Presentations is a two-day, skill-building workshop with intensive use of videotape and comprehensive one-on-one coaching. The program is highly participatory, personalized, and limited to a maximum of twelve people per session. Due to the highly interactive nature of the workshop, two instructors are provided.

On-Site Training: can be tailored to the needs of the client's organization and delivered on-site at time and location of client choice.



Sales Presentations is a two-day skill-building workshop. On completion of the workshop the participant will have:

- Presented technical information in a clear, concise, and persuasive manner.
- Enhanced voice projection, articulation, pacing, and fluency.
- Enhanced body language, eye contact, and gesturing.
- Determined audience attitudes and needs and overcome nervousness.
- Identified and handled various types of audience questions.
- Projected control and confidence through delivery skills. Planned their presentation around the market forces that affect business presentations.
- Structured a presentation to gain maximum effect and overcome negative or distracting mannerisms.
- Set up a specific action plan to improve their image through presentations skills and practice.

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Additional Courses

Gaining Customer Commitment

You will learn how to establish credibility and develop relationships with your clients, as well as what questions you should ask clients when determining their needs. You will also learn the three stages of need, how to determine which stage of need a client is in, and how to help clients envision themselves benefiting from your product or service. In addition, you will learn what to do if your product or service does not satisfy a client's key issues, how to manage a client's anxiety during the sales process, and how to prepare for negotiations.

Overcoming Obstacles

Participants will learn how to identify a client's key issues, how to differentiate between benefits and features, and how to anticipate objections. Participants will also learn how to create and deliver an effective sales presentation that is geared toward their client's key issues, as well as how to overcome a customer's objections.

Effectively Closing a Sale

You will learn how to focus on client's key issues when speaking to them, why product demonstrations are beneficial, and why it is important to speak with satisfied clients. You will also learn how to recognize buying signals, how to respond to resistance. And what to do if sales meeting becomes uncomfortable. In addition, you will learn when to close during a sales call common closing techniques, and how to follow up with clients.

As seasoned business professional, we have over twenty years of experience working with Fortune 500 companies; we have down to earth presentations that stimulate the audiences and provide a clear understanding of how the business operates.



Member of the National
Speakers Association