

Sales Presentation Skills

MEDIUM : Cantonese

DURATION : 1 Day

Objectives

1. Ensure you connect with the audience and create the right impression
2. Deliver stronger, more powerful presentations
3. Reduce your preparation time

Agenda

1. Opening Presentation
2. Connecting with the Audience
3. Delivery Skills Coaching: Eye Contact
4. Structuring the Presentation (2nd Presentation)
5. Delivery Skills Coaching: Voice
6. One-to-One Coaching
7. Final Presentation

Course Outline

1. Opening Presentation

- To warm up and see benchmark of the participants

2. Connecting with the Audience: the six (6) steps to connect

- Defining your objectives
- Understanding the audience
- Developing the message
- Creating Visual Aids
- Rehearsing
- Presenting

3. Delivery Skill: Eye Contact

- Impact of Eye Contact
- Eye Contact to Connect
- The Dos and Don'ts

4. Structuring the Presentation: Presentation Structure

- Creative Opening
- Link
- Detail Agenda
- Powerful Ending

5. Delivery Skill: Voice

- Emphasis
- Pace
- Pause
- Volume

6. Creating Visual Aids: The Dos and Don'ts

7. Practicing



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The On-Site Option

If there are a group of staff in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. If you are interested in organising any of the topics as in-house on-site or off-site training, and for more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number **+852 2824 9978** or at email cel@celhk.com for a quotation and proposal.

Trainer Information

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