

Presentation & Client Meeting Skills

Who Would Benefit

Anyone in a commercial role who has to present formally and conduct a client meeting.

Course Overview

The delegate will learn how to present confidently and be competent during 'round the table' discussions. The main objective of this program is to equip the sales person with the skills and confidence to plan and prepare for a client meeting where there is a need to make a formal presentation using visual aids, whether to one person or a group followed by a formal meeting. They will also develop the necessary skills to conduct the meeting professionally, stay in control and draw it to a satisfactory conclusion.

CPD Points: 12

Course Category: Management & Leadership

Recommended No. of Days: 2

Course Location: To be determined

The Course Includes:

- Initial delegate presentations & analysis
- Defining the right presentation style
- Defining your style and approach
- The proposition
- Gathering quality information
- Client research
- Visual aids
- Managing expectations
- Structuring the presentation
- The meeting
- Communication / pace / timing
- Selling to groups & dealing with resistance
- Gaining agreement

Learning Outcomes

At the end of this program the delegate can:

- List the key components of good research and preparation
- Explain the importance of speech
- Apply effective presentation skill techniques
- Recognise good meeting protocol
- State how to create maximum impact