

Powerful Sales Presentations



At Huthwaite International we have been delivering real sales and negotiation performance improvement for more than three decades. As a result we are confident we can show you how to make a real and lasting improvement to your results, no matter what your level of experience or current performance. All our training is derived from field research into what high performers do to distinguish themselves from the rest.

This workshop will enable you to make your presentations more persuasive and memorable using both the models developed through SPIN® Selling and our unique presentation process model, SIEVE. Working on a presentation brought with you to the workshop you will have opportunities for practice and feedback. You will leave the workshop with a structured template to make your presentations more successful.

Huthwaite Powerful Sales Presentations builds the skills essential to success by helping you to:

- understand and apply Huthwaite's research based SIEVE model (Structuring, Integrating, Elaborating, Variety & Emphasis) and our SPIN® Selling model to ensure that presentations are more persuasive and memorable
- develop both content and style of presentation based on structured feedback from our trainers
- approach your next presentation with confidence
- prepare for presentations efficiently.



Training design

This programme is run as a workshop with opportunities to create presentations and receive structured feedback based on our SIEVE model. You can either work on an old presentation (to serve as a template for future presentations) or create a presentation for a current 'live' sale.

The models and guidelines are introduced in small, logical steps. Using the Huthwaite principle that learning is doing, exercises are introduced at key points during the workshop to help you apply the concepts to your own products and customers.

Course outline - Day 1

- Presentations and problems
- Presentations around the Buying Cycle
- Presentation purpose
- SIEVE model overview
- Making your presentation relevant, easy to follow and entertaining
- Improving your presentation.

Course outline - Day 2

- Preparing to present
- Feeling and appearing confident
- Handling difficult situations
- Presentation resources
- Final improvements
- Presentations in small groups

Who should attend?

All those who participate in making formal sales presentations, usually to the customer's decision making team, as part of the selling process. Particularly if technical specialists are required to make part of the sales presentation, continuity of style and the persuasive message will be improved if the whole bid team attends the programme together.

Contact us

For more information about Huthwaite Powerful Sales Presentations or other Huthwaite Open courses please go to:

www.huthwaite.co.uk/open or call the Open Coordinator on +44 (0) 1709 521 243.