



Presentation Skills

This Master Class is for all levels of sales people, sales managers, key account managers and directors who have to make presentations on products, services, concepts, objectives and other business-related subject areas to audiences large and small.

Skilled presenters are always very highly regarded within any organisation, and for any career-minded sales person, presentation skills are a crucial fundamental ability. Yet few seek to master the art - or even to improve on their present standard.

In the '**Presentation Skills**' Master Class, we teach delegates how to deliver their message effectively, and how to get and keep the audience's attention during the course of the presentation. In short, everything you ever wanted to know, but never dared to ask!

Course objectives

- To develop key presentation skills
- To project a message with confidence and charisma
- To manage an audience effectively

Delegates will learn

- Questions to ask before you start
- How to develop ideas creatively
- How to develop the 'ingredients' of the message
- How to prepare for your first presentation
- How to control fear and nerves
- Vivid phrases and telling words
- How to use notes and visual aids to achieve the greatest impact
- How to use body language to reinforce your message
- How to use your voice