



POWERSPEAKING, INC.  
PRESENTS

# SALES SPEAKING

For anyone looking to communicate effectively to their customer base in each phase of the sales cycle. This single-day course includes classroom activities, video recording, and private coaching for individual feedback.



## Course Description

Participants: 10 per session

Trainers: 2 masterful PowerSpeaking coaches with practical sales experience

Schedule: 8hr program

## Learn how to...

- Prepare for sales conversations using audience analysis and research tools.
- Identify guidance and leverage a coach.
- Align messaging to customer goals.
- Deepen listening skills, reading the room and steering conversation.
- Utilize a flexible framework to communicate and avoid the “data dump.”
- Summarize for clarity, increase engagement and build trust.
- Develop questions that move conversations forward.
- Anticipate and plan for questions.
- Build trust and demonstrate confidence through non-verbal language.
- Create and deliver a compelling elevator pitch.

## Deliverables

- Full-day experience of practical workshops with minimum lecture time.
- Two videotaping sessions/person with feedback.
- Two individual private coaching sessions.
- An easy-to-learn method to prepare for meetings.
- Peer feedback.
- Increased personal awareness.
- Become a masterful communicator to potential and current clients.

## Program Agenda

**Introduction / Goals**

**The Three Essentials of Sales Presentations:**

- 1) **Prepare** (Analysis, leverage guidance, identify customer goals)
- 2) **Present** (Organizational framework, opening statements and clarifying “the ask”)
- 3) **Engage** (Nonverbal communication, engagement, listening, questions and elevator pitch)

**Summary and evaluation**

