

Presentation skills

Course Aim

To enable you to create a flexible 'toolkit' of personal presentation skills for use in a variety of sales, marketing, team and public speaking situations.

The audience

You will develop techniques for identifying the nature, mood and aspirations of the different groups of people you are likely to address in the course of your work. Every audience is different and you will learn different strategies to ensure you can quickly build rapport, gain maximum attention and efficiently get your message across.

Your message

You will learn how to clarify the message you need to get across and how to identify the appropriate presentation style to maximise the effectiveness of your communication. We will show you how to structure your presentation so that your message is understood by the maximum number of people by using a powerful technique called *Preferred Communication Channels*.

Objections

You will learn strategies for handling objections and difficult or challenging people and how to remain in control whether you are dealing with a small meeting or a large group of people. We will show you how to prepare your input and how to safely take questions - either throughout your presentation or at the end - without fear of others hijacking your *air time*!

Objectives

- Understand how to clarify your message
- Understand how to identify the purpose of your presentation
- Know how to assess your audience and choose the right approach
- Develop techniques for taking questions and keeping control

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