



Give Effective Presentations to Customers and Decision Makers

How to make your customers see the benefits of your offer

Course Content:

What effect does my presentation have on others?

- » You will learn how others perceive you as a presenter.
- » You will evaluate the layout and content of your presentation to determine whether it is convincing and will achieve your goals.

How do I use rhetoric to convince others?

- » You will practise increasing your credibility by speaking confidently.
- » You will learn how to intensify your charisma by removing from unnecessary words and phrases.
- » You will practise emphasising your words with gestures and facial expressions.

Why do I need a goal for my presentation?

- » You will learn to adjust your presentation to your audience's expectations.
- » You will learn how to focus on the core messages and to reduce your slides to just the main points.

How do I activate my audience?

- » You will learn and practise interacting with your audience and encouraging their participation.
- » You will practise handling questions and objections and controlling the effect that your presentation has on your audience.

How can I create lasting images?

- » You will practise creating images with words and how to make facts come alive.
- » You will learn how to make the audience remember your core messages.
- » You will learn how to translate complex information into powerful images.

How do I present difficult content?

- » You will learn how to improve the layout, charts and font of your slides.
- » You will experience which effects your presentation software offers are appropriate and which ones are distracting.

The recurring theme

- » You will learn to get your audience's interest right from the start.
- » You practise using dramatic effects to keep your presentation captivating to the end.

How can I make the most of different media?

- » You will develop ideas for using a change of media to make your presentation more effective.
- » You will learn which media works best for which situation.
- » You will learn how to use a projector and a notebook appropriately and without being overshadowed by technology.

Course information:

Course duration: 3 days, 09:00 - 18:30

Course fee: € 1,495.00 excl. VAT (MwSt.)

VTI

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