



Brownlee & Associates, S.L.
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Course : The Art & Science of Presentation Skills for Marketing & Sales

Target: Marketing, Sales & Commercial Directors, Product Managers (Senior & junior), Area Sales Managers, salesmen & saleswomen and any other person involved in the presentation of products and / or services both within the organization and outside.

Objectives:

The trainees will learn how to:

- Structure their presentation in such a way that it reaches and influences the subconscious mind of the audience.
- Apply the same structure to any situation where it is necessary to convince the audience.
- Identify how audience members are mentally processing the content of the presentation and how to elegantly adapt their communication, if necessary, to ensure that the desired message is sent & received.
- Control y use both both verbal & non verbal communication to reinforce the intended message.
- Reach 100% of the audience.
- Lead the audience to form an emotional commitment to the success of the plan.

Areas covered on this course:

Presentation Techniques:

Presentation Structure

The selection & use of visual aids.

Non verbal communication (N.V.C.) in stress situations in business.

During the course the trainees will be videotaped making their presentations and will receive feedback based on their performance from both the other trainees and the trainer. Afterwards, the trainees are given their own DVD for later study at home.

Methodology: The first day is dedicated to the investigation of the key elements in making an effective presentation through direct input and various exercises designed to permit the audience to contribute their own experiences & ideas. This, in turn, serves as the basis for the study of a structure and other elements that permit the trainees to have a method of presentation that guarantees that their presentation reaches 100% of the audience. The second day is dedicated to the practice of the elements taught on the first day: The trainees prepare and make an initial presentation using PowerPoint and receive feedback based on their application of the material studied



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previously. After the feedback, the trainees are given time to redo their presentation on the basis of the feedback received and then do the presentation a second time.

It is essential that EVERY trainee has access to a laptop computer (and powerpoint) during the course so that they can apply their learning to the development of a real presentation.

Timetable: from 09:00h to 18:00h

Maximum number of trainees per trainer/ group: 6