

Professional Presentation

Seminar objectives

The participants will

- Be able to make presentations professionally of
 - the company
 - the company's product portfolio
 - the company's service
 - a system concept to key customers
- Know how they come across during the presentation and develop measures for improvement.

Contents

- Presentation technique
- Effective lecturing and presentation (the 3C's, 3A's, 3W's)
- Body language
- Dealing with inhibitions while delivering an address
- The typical audience
- Visual presentation
- Standpoint formula, problem-solution formula



Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days