

# Sales And Marketing

## Presentation Skills Course Outline:

### Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

### Module Two: Creating the Program

- Performing a Needs Analysis
- Writing the Basic Outline
- Researching, Writing, and Editing

### Module Three: Choosing Your Delivery Methods

- Basic Methods
- Advanced Methods
- Basic Criteria to Consider

### Module Four: Verbal Communication Skills

- Listening and Hearing: They Aren't the Same Thing
- Asking Questions
- Communicating with Power

### Module Five: Non-Verbal Communication Skills

- Body Language
- It's Not What You Say, It's How You Say It

### Module Six: Overcoming Nervousness

- Preparing Mentally
- Physical Relaxation Techniques

### Module Seven: Creating Fantastic Flip Charts

- Required Tools
- The Advantages of Pre-Writing
- Using Colors Appropriately
- Creating a Plan B

### Module Eight: Creating Compelling PowerPoint Presentations

- Required Tools
- Tips and Tricks
- Creating a Plan B

### Module Nine: Wow 'Em with the Whiteboard

- Traditional and Electronic Whiteboards
- Required Tools
- Using Colors Appropriately
- Creating a Plan B

### Module Ten: Vibrant Videos and Amazing Audio

- Required Tools
- Tips and Tricks
- Creating a Plan B

### Module Eleven: Pumping it Up a Notch

- Make Them Laugh a Little
- Encouraging Discussion
- Dealing with Questions



## Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations