



# ENGAGE

Preparing and Delivering Persuasive Presentations

*“Powerful presentations require preparation, audience connection, effective platform skills, and dynamic visuals!”*

- Paul Gibling

*“In the information age and the internet era, audiences increasingly value substance over style. They are looking to speakers for guidance, wisdom, fresh ideas, and ways to improve their lives.”*

- Robert W. Bly

*“The primary reason why speakers fail is lack of preparation. Practice may not make perfect, but it does make one better.”*

- Mark Sanborn

***Are your presentations enthusiastically embraced by the sales force?***

***Is your sales force truly involved and engaged when it comes to delivering superior presentations?***

***Does your sales force have the tools, knowledge and expertise to develop great presentations?***

A successful new business initiative is a joint effort between Sales and Marketing. Marketing designs and promotes the initiative. And Sales quickly delivers the revenue.

*But is it really that simple? Not for most organizations.*

For many companies, new business revenue is typically slow to generate. The delay often occurs when Marketing and Sales don't effectively collaborate to develop compelling messages and value propositions. What usually happens is this: Marketing develops a new value proposition based on new products or new applications of current products. Then, they pass the baton to Sales to present it to their customers without the level of buy-in and commitment needed to succeed.

If that scenario sounds familiar, generating revenues from new products or from new applications of existing products is probably taking longer than it should be.

- What if there was an innovative approach to build sales force ownership and effective execution of your new marketing strategies?
- What if you were able to tap into the energy, creativity and expertise of both your marketing and sales people to create presentations that resonate?
- What if you had a way to ensure your sales team communicates the most important messages and value propositions?

There is a way. It's called **ENGAGE**.

## What is ENGAGE?

**ENGAGE** is a creative and systematic approach that brings together the best ideas of Sales and Marketing professionals. It provides the means to skillfully plan and deliver persuasive customer presentations that motivate your customers to act. It provides a means to build excitement for new or rebranded products. This two-day workshop will stir emotional commitment from your salespeople to:

- Generate and prioritize key ideas around customer needs.
- Develop compelling messages that link to customer benefits.
- Engage their audiences through targeted questions, dynamic visuals, and artful story-telling.
- Present with conviction and creativity to their audiences.

**ENGAGE** provides selling organizations with a solid methodology for effectively going to market when launching new products or new ideas. It takes into account your sales process and it encourages innovation by capitalizing on the strengths of both Marketing and Sales. And most importantly, **ENGAGE** teaches your salespeople the essential methods for creating and delivering persuasive, customer-focused presentations.

## BENEFITS TO YOUR SALESPEOPLE

- Develops confidence and effectiveness in presenting new or rebranded products.
- Provides a systematic way and the associated tools to develop rich, compelling presentations.
- Drives higher revenues due to shorter sales cycles.

## BENEFITS TO YOUR ORGANIZATION

- Develops powerful new presentations driven by the real needs and business challenges of the customer
- Builds stronger alliances and communications
- Improves messaging with customers

## WORKSHOP DESIGN

We begin by meeting with your Marketing and Sales teams to select the product(s) or the ideas / concepts to focus on, agree on key messaging, and finalize desired outcomes. That information is then incorporated into the **ENGAGE** workshop design to ensure the content and methodology is customized to your business.

- **PRE-WORK AND WEBINAR.** We host a webinar outlining the workshop's purpose and the steps participants need to follow to prepare. Marketing then provides an overview of the new product or service, objectives, target market, and launch strategy.
- **DAY 1 - PRESENTATION BEST PRACTICES.** Participants discover best practices for preparing presentations, including the use of brainstorming tools and presentation planners to organize and sequence content. They identify methods for energizing their content to help the message come alive. They then practice and learn to present with passion and presence. All this is done as they create their own presentation for their # 1 target customer for the idea, product or solution.

## What People Are Saying

*"This class no doubt will be very important to my sales growth and frankly my career growth."*

*"The presentation planner is an incredibly simple but powerful tool for helping me get my thoughts and priorities in order. Well done!"*

*"Within two weeks of this class, I landed a significant new customer that is worth \$1.5 million in annualized business. That's a testament to what this class taught me."*

- **DAY 2 – PRESENTATION AND COMPETITION.** Each participant delivers their presentation to a small group who selects one winner to compete in a final contest. Participants also learn ways to anticipate and respond to challenging questions that may be posed by the customer or by the panel of judges who will choose an overall winning presentation.
- **IMPLEMENTATION** - Within 60 days each participant is expected to deliver the presentation to the selected targets. This provides your leaders with key insights as well as tangible results.