

Course : Successful sales presentations

Practical course - 2d - 14h00 - Ref. SOU

Price : 1500 CHF E.T.



How to prepare a sales presentation and deliver it confidently, effectively and dynamically in front of your customers. This course will show you how to respond to reactions, questions and objections with confidence, and win over your audience.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the challenges of oral communication
- ✓ Organize information and intervention time
- ✓ Giving a dynamic and rhythmic feel to your presentation
- ✓ Sustaining the attention of your interlocutors
- ✓ Facilitate the question-and-answer session with ease

Intended audience

Sales managers, sales representatives, technical sales representatives (pre-sales), project managers.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Behavioral scenarios. Come with a short presentation (5-10 minutes) on a topic related to your job.

Course schedule

PARTICIPANTS

Sales managers, sales representatives, technical sales representatives (pre-sales), project managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 The basics of oral communication

- Differences between written and oral communication.
- Getting a message across: author and performer.
- Oral communication: space, time, sound. Verbal and non-verbal.
- Your own preparation: form and content. Managing stage fright: breathing, visualization, rehearsal.
- Preparing your state of mind. Assertiveness: assuming your position and what you say. Empathy. Calmness. Kindness. Enjoyment.

Role-playing

Le "Bonjour": video recording and analysis.

2 Launch your presentation

- Know the information you need to get started.
- Dare to switch from "game" to "I".
- Specify its commercial territory.
- Avoid clumsy words and expressions.
- Body attitudes to avoid.

Role-playing

The "first minute": video recording and analysis.

3 Present your subject in a lively manner

- Sales context: objective, audience, stakes.
- Video projector presentation.
- Take care with your introduction and conclusion.
- Passage from BAC to your products and commercial projects.
- Exploiting customer motivations: the "SONCAS".
- Customer presentation "timing" management.
- References and competition: how to deal with them?
- Presentation support: building the presentation in three cards.

Role-playing

Preparing a customer presentation: video recording and analysis.

4 Lead the question-and-answer session with the customer

- Capital part: receiving "feedback".
- Launching the session: attitude and language to gather reactions.
- The answer: separate content from form, respond without conflict: the DESC method, gentle methods.
- Handling difficult customers.

Role-playing

Question-and-answer session with the customer, role-playing by participants, video recording and collective analysis.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Conclude the presentation meeting effectively

- How to bring the introductory meeting to a constructive close? How to plan what's next?
- Create your own self-assessment sheet.

Exercise

Building a personalized action plan.

Dates and locations

REMOTE CLASS

2026 : 28 May, 17 Sep.