

# Persuasive Presentations for Better Business

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“Chris Davidson’s help in preparing a critical presentation to one of our key clients was instrumental in us winning a contract for more than 250,000 Euro.”

Heiko van Eckert, Managing Director, Salegro

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## Challenge

Inadequate preparation and poor execution of critical presentations is responsible for too many proposals remaining unsold, too many team members being confused, too many joint ventures not going ahead and too many projects collapsing. The ability to present ideas in a manner that is accurate and clear, while being inspiring and engaging, is a vital skill in increasingly well educated and ever more connected markets.

## Programme overview

An intense, in-house, **one-day** programme for a **maximum of five** delegates:

**Pre-programme survey** – Delegates are invited to complete an on-line survey prior to the programme, in which they are asked to identify specific, personal success criteria

**Course notes** – Each delegate receives a copy of *Successful Speaking Secrets Quick Reference*, **winner** of the **International Book Awards 2010** (Business Sales category)

**Method outline** – A highly participative process, in which delegates deliver a business-oriented presentation with which they are familiar, while receiving individual coaching. This process is recorded to video for post-programme review by the delegates. Each delegate has two individual coaching sessions recorded to their personal DVD. Exercises on vocal projection, message preparation, presentation structure are included, with particular focus on developing an engaging opening, a measurable call-to-action and using stories to emphasise important points

**Post-programme support** – All delegates are enrolled as **members** of the **Professional Speaker’s Journal** for 18 months following the programme. During this time they have access to the full range of videos, mind-maps, articles and other support material designed to help people communicate more effectively, develop better relationships and build better businesses

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### Why this is good for you

You will more easily persuade people to your point of view

Your confidence and self-esteem will improve

You will find it easier to identify the critical issues that need to be communicated

You will do a better job with less effort

You will find winning business easier

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