



## CONTINUING EDUCATION

### Course Outline

# Perfecting the Sales Presentation

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Products and services don't sell themselves. Their story must be told through an effective sales presentation. Develop your presentation skills in a safe and collaborative environment. Discover how to match behavioral styles with the person you are presenting to, while remaining true to yourself. Recognize the difference between a question and objection. Learn effective methods for meeting objections head-on. By course end, you'll know how to move comfortably from beginning to end.

## Who Should Take This Course?

This hands-on course is designed for those who are serious about making a quality living as a professional sales and service representative or executive. If you are new to the sales arena, this course will allow you to gain knowledge and confidence immediately upon entering the profession. For experienced professionals, hands-on training on optimal behaviors will reinforce and grow your success ratio. Participants will walk away refreshed and excited to utilize these skills and knowledge. This is the fifth required course in the Sales Certificate.

## Course Objectives

- Practice effective rapport building by focusing on the person to whom you are presenting
- Recognize and match your presentation style to the behavioral style of your customer
- Craft and present a complete sales presentation utilizing each step of the decision-making process (Attention, Interest, Conviction, Desire and Action)
- Uncover hidden objectives from the customer, and practice dealing with them effectively throughout the presentation and during the Action Phase
- Self-assess your presentation

## Course Info

- Length: 6 hours
- Format: Classroom instruction, demonstration and hands-on activities
- Prerequisite: Understanding the Sales Process

## Course Content

### **Practice effective rapport building by focusing on the person to whom you are presenting**

- Review the background gained on the company and the person to whom you are presenting
- Utilize referrals, reference letters and contacts
- Gain credibility by preparing and delivering a strong opening statement
- Utilize commonality and mutual friends/acquaintances – and avoid being overly familiar with the customer
- Have fun, and use humor – but be careful

### **Recognize and match your presentation style to the behavioral style of your customer**

- Be observant: notice dress style, greeting, speed and style of speaking, the number and content of pictures in the office, tidiness of the office, etc.
- Develop a greeting and opening statement – and be somewhat flexible to shifting environments

### **Craft and present a complete sales presentation utilizing each step of the decision-making process (Attention, Interest, Conviction, Desire and Action)**

- Find the client's predominant "hot button" during the Interest Phase of the presentation
- Build and use open and close-ended questions to move the process forward
- Recognize the difference between a question and an objection
- Gain permission to move forward step-by-step
- Never forget the goals of the appointment

### **Uncover hidden objectives from the customer, and practice dealing with them effectively throughout the presentation and during the Action Phase**

- Build objections into the presentation
- Follow the objection formula for responding (repeat, acknowledge and respond)
- Gain confirmation that the customer agrees with your assessment of the objection
- Build value throughout the presentation

### **Self-assess your presentation.**

- Ask yourself what went well
- Determine areas of improvement
- Assess if you used voice inflection and pauses effectively
- Evaluate effectiveness of your rapport building
- Determine if stated goals going into the meeting were achieved
- Review notes and follow up on action items

## **Assessment /Evaluation**

This course is not assigned a letter or numerical grade. However, in some cases, skill assessments may be administered during the course to gauge progress and comprehension.

## **Course Completion/Continuing Education Unit (CEU) Letter**

If your company requires proof of course completion, or if you would like to have proof for your own records, you may request a Course Completion/Continuing Education Unit (CEU) letter **after the final session of your course**. You must attend\* 80 percent of the course (or 100 percent of a single-day course) to qualify for the letter. You can [request a Course Completion/CEU letter online](#).

## **Certificates of Completion for Certificate Programs**

To receive a Certificate of Completion for the Sales Certificate, you must take all nine required courses, attend\* 80 percent of the first eight courses (calculated by total number of sessions), and attend 100 percent of the Capstone course. If you complete a certificate program by taking courses individually (not through a series), you can [request a Certificate of Completion online](#).

\*Attendance for CEU letters and certificate programs is verified via the sign-in sheets provided at each class session. It is your responsibility to sign-in.

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Accommodations are determined on a case-by-case basis. Please contact Disability Support by email at [dss@greenriver.edu](mailto:dss@greenriver.edu); by phone at 253-833-9111, ext. 2631; TTY 253-288-3359; or in person at the Student Affairs and Success Center, Room 210, to request accommodations. For additional information, please visit [www.greenriver.edu/dss](http://www.greenriver.edu/dss).

The accommodations authorized on your forms should be discussed with your instructor. All discussions will remain confidential. Accommodations are not provided retroactively, so it is essential to discuss your needs at the beginning of the quarter. Additionally, only accommodations approved by Disability Support Services will be provided. This syllabus is available in alternate formats upon request. Green River College is an equal opportunity educator and employer. Learn more at [www.greenriver.edu/accessibility](http://www.greenriver.edu/accessibility).