



FACT BASED SELLING PRESENTATIONS

DESCRIPTION

This two-day course focuses on how to properly use the Charting Process to improve the message of your presentation. Charting is stressed to help gain approval for your product, service or business point of view. The course is open for managers, key account personal and executive management personnel. The course is especially meaningful for managers who have to make clear business points in a limited amount of time.

RATIONALE

People often spend precious time verbalizing their point of view when a properly sequenced layout of charts would communicate their message faster and more effectively. Chart designing will be taught from the ground up. All attendees will learn the fundamentals of building charts for both one-on-one and group presentations.

OBJECTIVES

To communicate a message that is quickly understood with each PowerPoint slide. To identify the form of comparison and select the proper chart format to accomplish the audience receiving your message with the most impact. The goal is to use the fewest number of charts but to have the highest impact with each chart. All presentations using charts should tell a business story so that the audience completely understands your key points and how you established them and where you're going to develop the business in the future.

METHODOLOGY

This course is 20 percent lecture and demonstration and 80 percent attendee participation. Each attendee will leave with a clear understanding of the five major charting formats. They will utilize pie, bar, column, line and dot charts. They will also learn how to properly label and develop key takeaway boxes for each chart. The course has multiple examples of the five major chart types that will be exhibited for comparison and creative new ideas. The course allows for customizing of your business needs into actual class work that can be used in business presentations immediately following the seminar.

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