

Not just presenting the company and its products - motivating the client to take action

The majority of sales presentations inform the client of the company and the products and services that the company can provide. In today's market, differentiation is key to sales success, but the sales team must show the differentiation to the client and the value that it will bring him.

Sigma Delta – Presentations is a seminar aimed at experienced sales professionals that need to motivate the client to take actions to advance the sales process.

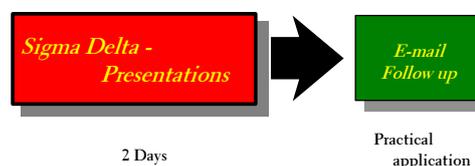
By the end of the training, the participant will be capable of:

1. Establishing the key points for the presentation from the client's point of view
2. Analysing the client's personal style in order to adapt the messages accordingly
3. Designing a presentation that is aligned with the desired messages
4. Preparing the presentation from all points of view
5. Presenting correctly the desired messages
6. Adapting the presentation style to the participant's reactions
7. Behaving appropriately to reinforce the message of the presentations
8. Developing a proposal that encourages the client to buy

Companies which implement *Sigma Delta – Presentations* obtain a clear process which guarantees that the seminar is not an isolated event, but forms part of the day-to-day sales processes, optimising the use of resources facilitating decision-making and ensuring an adequate return on the time and money invested.

Implementation.

The *Sigma Delta – Presentations* program is a series of workshops and practical applications to day-to-day situations. Participants acquire the basic knowledge and methodology during the initial two-day seminar. They then use their knowledge in their daily work aided in their application of the methodology by additional processes and documentation.



Program Content.

1. **Introduction** - The goal of this module is to create an adequate learning environment between the participants at the same time as we position the group and their individual needs.
2. **Differentiation** – What is their differentiation, what value does it hold for the client and for the partner? Participants learn to use the Value Map to understand and develop value for the clients.
3. **Preparation** – What is the objective for the presentation? What are the messages that we need to develop and transmit in order to achieve it?
4. **Creativity** – How can we make the presentation memorable at the same time we reinforce its message?
5. **Presentation media** – What should we use to present? How can we ensure that they support the message in a simple and understandable way?
6. **Effective presenting** – Controlling the verbal, and visual messages sent by the presenter.
7. **Interaction** - How can we control the presentation and the interaction with the participants?
8. **The written proposal** – Turning a quote into a persuasive document.
9. **Implementation** - Establishes and agrees the next steps to be taken by *Sibelius'* client to successfully implement the methodology and the *Sigma Delta – Presentations* process.

Instructional Methodology.

The *Sigma Delta - Presentations* program uses:

- *Work on real presentations* to ensure a rapid application of the concepts introduced and give real value to the work carried out during the seminar.
- *Structured work groups and exercises* to reinforce the program concepts.
- *Verbal and written 'Feedback'* from different perspectives to give participants an unusual and valuable perspective of their *Sigma Delta - Presentations*.

Program delivery.

The *Sigma Delta - Presentations* is designed to be delivered by *Sibelius* instructors.

Participant Material.

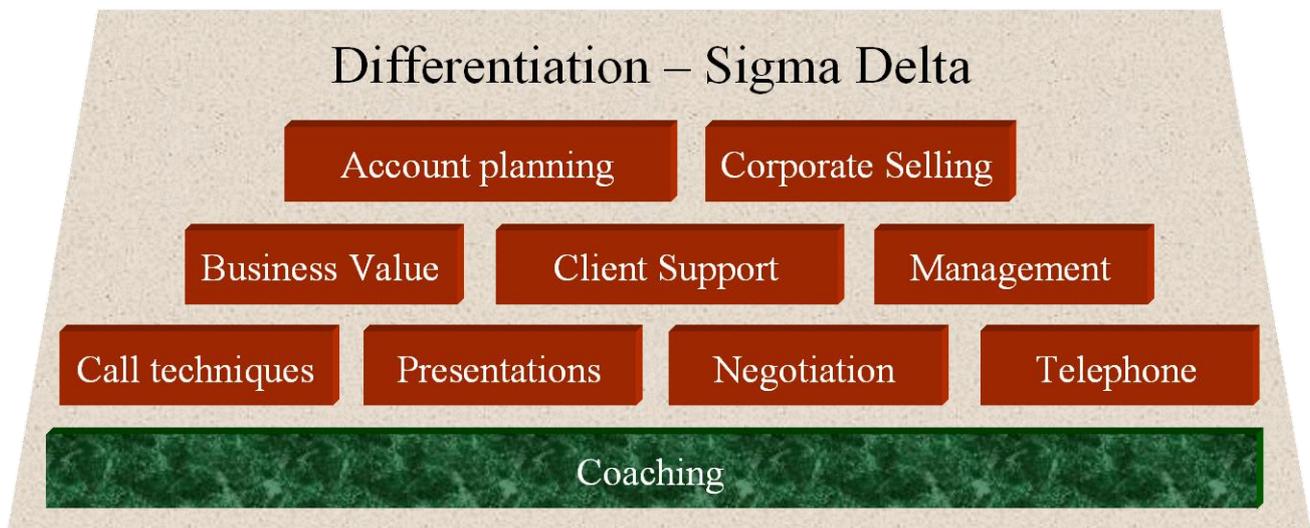
- Participant workbooks
- Laminated skill guide card
- *Sigma Delta - Presentations* plans
- Participant tent cards
- Practical case study materials
- Diplomas

Sibelius Consultoría de Ventas

Sibelius Consultoría de Ventas is a company specialised in the change process of sales organisations. Our clients, using our methodologies, carry out training processes carefully designed to achieve profound changes in their customer relationships. They never stop training... that is why they are successful.

The best coaches analyse their teams, know their strong and weak points, and establish improvement objectives. They elaborate specific action plans, individually and collectively, directed to meet those objectives. They program training sessions to improve strategies and game processes. After each game they analyse closely the plays, individually and as a team and provide advice, coaching and continuous motivation.

In the same way that the best coaches our processes study the entire sales cycle of our customers, together with the buying cycles of their customers, to discover the areas where improvements can be made in sales and in the relationships, achieving a constant improvement both in the sales teams and the results.



The programs that form part of the implementation processes of *Sibelius* are created by multinational companies dedicated to research, development and improvement of sales programs, covering all the needs that companies may have today to sell their products and services.

The effectiveness of *Sibelius'* processes is demonstrated by the results obtained by their clients, clearly superior to those obtained just by giving training courses.

If your company needs to improve sales and customer relationships, do not hesitate to contact us.