

PRESENTATION SKILLS

Distributors Learn to Get Their Ideas Across Successfully

For HVAC Professionals

This program helps your Territory Managers be more effective in front of dealers.

The purpose of their presentations is to convince or persuade a customer to take action concerning a particular product or service. Participants have an opportunity to rehearse their presentations during the session.

Workshop Agenda

- three types of presentations
- effective presentation skills
- how to manage stage fright
- the importance of planning and preparation
- how to handle questions
- proper use of visual aids
- how to bring the presentation to a close



Be an Accomplished Presenter and Facilitator

People judge you by what you say and how you say it, so it is important to communicate effectively. You want your presentation to work *for* you, not against you. Lee Iacocca said, “You can have brilliant ideas; but if you can’t get them across, your ideas won’t get you anywhere”.

In an era of too much data and too little time, being an accomplished presenter and facilitator makes you an especially valuable asset to your company. The ability to give effective presentations and to manage the meeting space enables you to communicate the results of your own work and to propose original ideas in ways that prompt others to respond favorably.

A presentation lets you reach a relatively large number of people in a relatively short period of time. In preparing a presentation, you’re forced to clarify, organize and simplify the facts and ideas you want to transmit. This makes them more digestible for others. Because your audience is usually captive, what you say won’t be tossed aside the way a memo or report on the subject might be.

All in all, presentations get high marks for communication efficiency--if they are carefully planned and delivered.