

How Top Performers Sell

In today's competitive market, buyers don't just evaluate services and products—they're paying attention to the people behind them. Every detail of your presentation shapes how your audience sees your solution AND how you will deliver that solution. The key to successful sales presentations? Genuine human connections.

Critical Sales Presentation Skills is a proven methodology that helps sales professionals build these connections. It goes beyond creating a catchy introduction, a catalog of features, and clever PowerPoint slides—it teaches you how to plan and build tailored, meaningful presentations that enable audience to see and feel the value, creating a more compelling solution. This personalized approach fosters a stronger emotional connection between the presenter and the audience, building trust and rapport.



Benefits of Critical Sales Presentation Skills

- Make presentations **more engaging and memorable** through compelling narratives and a clear structure.
- Present solutions and offerings in a way that is **connected to specific needs and interests** and different audiences.
- Enhance the persuasive power of presentations by **effectively using presentation aids**, such as slides and graphs.
- **Communicate the value** of a product or service clearly and succinctly.
- Manage the presentation and unexpected elements with confidence.
- Adjust your approach **based on audience feedback and engagement as you "read the room."**
- Structure the presentation **to encourage decision-making at the end of the presentation.**
- **Anticipate and address** potential objections or questions from the audience.



Quick Facts

Perfect for

- Sales professionals
- Sales managers
- Sales executives

Workshop Length

- 2, 3.75-hour sessions — virtual
- 1-day — in person

Participant Materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Print and digital materials

Delivery Options

- Instructor-led classroom
- Instructor-led virtual
- Train-the-trainer certification

Using real-world examples and hands-on activities, the Critical Sales Presentation Skills program fosters the development of research-based skills imperative for success in today's competitive marketplace.

Program Objectives of Critical Sales Presentation Skills

- Analyze the audience to identify **the unique challenges, pain points and goals**.
- **Plan a clear, concise presentation objective** tailored to the audience analysis.
- Select and tailor the features and benefits that **clearly connect your offering to the customer's needs**.
- Organize the presentation content **in a logical flow that keeps the audience engaged from start to finish**.
- **Learn how to weave case studies, success stories and real-life examples into your presentation** to build trust and emotional connection.
- Learn best practices for **using visuals, videos, and other media to enhance your message** and maintain audience interest.
- **Understand how to avoid** overloading slides with information and create visual aids that support your spoken message.
- Develop techniques to **make your presentation interactive by asking questions, encouraging feedback and responding to real-time challenges**.
- Learn how to **anticipate and prepare for potential objections** or tough questions.
- Develop strategies **to address concerns in a way that strengthens your position and reinforces** the value of your solution.

Maximize Your Sales Training Investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

"If you really want to improve how your sales executives interact, I highly recommend a program that teaches them that. That's what the Janek program does. It teaches them how to have conversations, how to listen, and how to provide feedback. Then, finally, how to take that information and put it into a package to have a conversation with the customer and solve the problem they've presented to you."

Joe Michaud,
Sales Enablement Manager



About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. *How* aligns with the fundamental way buying and buyers have changed. *How* listens and learns to adapt. *How* differentiates. Bottom line: *how* results in more business, more often. It's time to rethink *how*.

Ready to get started?

To schedule training for your organization visit www.janek.com or call 800.979.0079

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