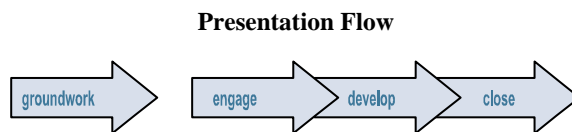




UPFRONT: PERSUASION THROUGH PRESENTATION

In today's complex business environment, the ability to deliver a persuasive presentation to internal or external customers has become a fundamental requirement. People need to make a persuasive impression with clear, concise, and compelling presentations of their ideas. Presenters need to craft the right message, stay alert to customer reactions, handle questions well, and persuasively make their point. Are your key contributors able to speak publicly with confidence and poise? Will they successfully engage their audience at that critical moment of influence?

UPFRONT: Persuasion Through Presentation (PTP) is a hands-on, results-oriented workshop that will have an immediate impact on one's own ability to effectively influence and persuade any audience to take action. This opportunity to further develop and refine presentation skills has four basic sections: Groundwork, Engage, Develop and Close.



There is a natural flow to the design, (pre-work, open, body, and close) yet within each section, participants are free to build a presentation that reflects their own style and addresses the needs of the customer without compromising the basic structure necessary for an effective, persuasive presentation.

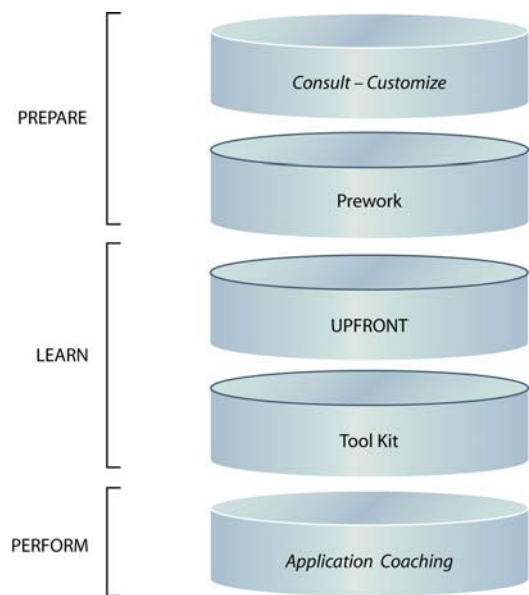
VALUE PROPOSITION

PTP helps you develop and deliver clear, concise, compelling presentations that will have an immediate impact on one's own ability to effectively influence any audience. Participants are better prepared for strategically important presentations and more routine communication.

APPROACH

PTP is a powerful, practice-rich two-day program that has participants prepare for and deliver a five- to seven-minute videotaped presentation to apply and demonstrate the core teachings. The program is highly modular and can be configured to meet your specific needs (such as webcasts, teleconferences, or in-person presentations). The program adapts to the style of each

participant to optimize natural talents and eliminate unconscious distracting behaviors. Mixing different business functions often enhances the program's effectiveness, as does keeping teams together for ongoing support.



This program focuses heavily on application, feedback, and practice in order to provide real skill development.

- Pre-work includes preparing a short presentation to be videotaped and used for detailed feedback
- Skill practice delivering effective presentations, handling difficult questions, managing "self-talk" that can interfere with presentations, and using visual aids
- A tool to help plan, organize, and execute presentations is used in the program, and beyond.

PTP has six integrated modules:

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Presenters will be able to...</i>
<p><i>Integrating Visual Aids</i></p> <p>How to improve the use of visual aids to enhance retention of information and engage the audience. How to select the best visual aids, and use them effectively in different contexts.</p>	Use visual aids effectively to support, clarify, and emphasize points.
<p><i>Groundwork</i></p> <p>How to prepare and structure a message in a persuasive presentation. How to design the presentation for audience needs and questions and how to prepare one's self.</p>	Be thoroughly and systematically prepared for key presentations.
<p><i>Delivery Skills</i></p> <p>How to use one's voice, movement, and eye contact to enhance, rather than undermine, a presentation. How to project credibility and confidence.</p>	Be self-aware, rather than self-conscious, during presentations.
<p><i>Engage</i></p> <p>How to effectively and efficiently engage the audience with a captivating opening, a clear agenda, and a call to action.</p>	Capture audience interest and willingness to listen in the first moments of the presentation.
<p><i>Develop</i></p> <p>How to deliver a clear, concise, compelling message using persuasive elements. How to connect key points with audience interest, and how to transition between them.</p>	Deliver key messages effectively and retain audience attention.
<p><i>Close</i></p> <p>How to summarize key points for optimum retention, call for audience action, and captivate the audience with a powerful close.</p>	Effectively deliver a powerful close to a persuasive message.

ENABLING IMPROVED PERFORMANCE

This program features various performance application, reinforcement, and support tools. These additional learning components such as: planning tools, checklists, videotaped feedback, and job aid cards, can assist participants in continuing to develop newly improved presentation skills upon returning to work. Involving managers and/or peer support groups early on, and training them to coach for improved performance, is also important for a successful PTP implementation.

MEASUREMENT

Organizations that implement PTP have access to measurement tools to assess and guide participants' progress. Performance evaluation forms are provided as part of the program, and can be used in preparation for major presentations and again as a debrief tool to measure progress.

EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that PTP brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move desired change forward and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and integrated with your sales process.