

Powerful Presentation Skills-Advanced

Course Summary

Description

Whether the goal is to make sales, develop rapport with customers, or persuade an audience, the ability to present your ideas in a compelling manner that calls people to action is essential to career success. This workshop is designed to help you communicate with more confidence, persuasion, and in a manner that creates a powerful human bond between presenter and listener.

Topics

- The "Psychology of Successful Presenting."
- How to deal with trembling hands, butterflies, and other nervous symptoms.
- Advanced "Mind Mapping" techniques to structure, organize and recall the content of your presentation.
- Waking them up and keeping them interested.
- Creating a human bond with the audience.
- Using Stories
- Being Persuasive and Compelling:

Prerequisites

There are no prerequisites required for this course.

Duration

One day

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Course Outline

I. The "Psychology of Successful Presenting."

- A. How it's an inner game: what's going on in the mind of the presenter makes all the difference in his/her success.
- B. How your self-concept regulates your performance.
- C. To unearth any self-defeating attitudes and replace them with positive expectations.
- D. Ways to boost your self-confidence and self-esteem.
- E. To Use visualization to put yourself in a positive frame of mind.

II. How to deal with trembling hands, butterflies, and other nervous symptoms.

- A. Transform the emotion of fear and anxiety into enthusiasm.

III. Advanced "Mind Mapping" techniques to structure, organize and recall the content of your presentation.

- A. Waking them up and keeping them interested.
- B. Eliminating monotones.
- C. Put enthusiasm into the voice.
- D. Use proper pacing and vocal variety.
- E. The power of proper pausing.
- F. Incorporate advanced breathing techniques to maximize
- G. the quality of voice and perception of confidence.
- H. Understand how using vivid, emotional, and imaginative images can influence the audience and their decisions.
- I. Advanced verbal filler (uh, you know, like) eliminators.
- J. Utilizing humor into your presentation.

IV. Creating a human bond with the audience.

- A. Techniques to overcome the internal objections to opening yourself up and divulging personal information.

- B. When to open yourself up and when not to.
- C. How to develop rapport with your audience and use common experiences.
- D. Mention what you know they care about and show them that you care enough to understand their situation.
- E. Understand the powerful effect of smiling at people.
- F. The best ways to maintain direct but appropriate eye contact.

V. Using Stories

- A. Being memorable: why people only remember the stories you tell them and not the "meat" of the presentation.
- B. The best ways to use personal stories that effectively make your points and create an emotional bond with your audience.
- C. How to find your own stories.
- D. How to make your stories funny.

VI. Being Persuasive and Compelling:

- A. The secrets of the sales masters.
- B. Understand enthusiasm- the transfer your enthusiasm about your product or service into the heart or mind of the other person.
- C. Show the audience what it cost's them if no action is taken.
- D. How to call the audience to action.