



SolutionSpeak™ is a two-day workshop that equips sellers with tools, techniques, processes and methods for developing and delivering *solution-driven* sales presentations. The course shows sellers how to give presentations to the *Right Person* at the *Right Time* with the *Right Message*.

## From Your Buyers Point-of-View

Today's buyers are fed up with "data dumps" and product saturated, overwhelming slideshow presentations. They tell us, "We want to know that sellers understand our business issues and have the capabilities that will allow us to solve our problems with great results."

Buyers want clear, concise messages that demonstrate the value they will receive. Sellers who can identify their prospect's pain and articulate a vision for a solution always have the best chance of winning the business.

**With Solution-Driven Presentations** your audience will breathe a sigh of relief when you arrive with the knowledge of their business issues and a solution that will empower them to solve their most critical problem.

The course will:

- Show you the right time to give a presentation
- Help you improve your personal communication style
- Increase your odds of winning more deals with compelling buyer-focused content
- Show you how to differentiate yourself from all the others



*“Your salesperson is now the single largest factor (39%) in a customer’s purchasing decision.”*  
*No other factor – product, quality, or pricing – equals the impact of a salesperson.*

HR Chally’s World Class  
Sales Research

## This workshop is ideal for you...

### Who Should Attend

Salespeople, Account Managers, Sales Management and Marketing, all need to understand how giving Buyer-Focused Presentations will result in more sales.

Taught as a two-day standalone workshop, this course is a perfect companion to your Solution Selling training.

### Sellers will:

- Discover what buyers really want
- Learn how to create the right solution message every time
- See your presentation skills dramatically improve
- Get the truth about how you are perceived by others in a positive atmosphere
- Learn an easy process for developing better presentations
- Deliver effective PowerPoint presentations that will delight your audience
- See your before and after improvements with your own personal DVD



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POWERED BY  
**SOLUTION  
SELLING®**

## Program Topics

### 10 Questions Every Seller Should Know the Answer to

- Crucial questions to ask before developing your next presentation
- Increase your odds of winning every deal by giving presentations to the right person, at the right time, with the right information
- See the research on "how buyers buy" and use it to impact the content and timing of your presentation

### How to Deliver Winning Presentations

- The "must have" attributes of every great presenter
- Achieve the synergy of visual, vocal and verbal communication
- See dramatic before and after improvements on your personal DVD
- Practice real-life presentations for valuable audience feedback

### Give Solution Powered Presentations

- Creating the best presentations in four simple steps
- Easily organize your thoughts with the Four C's model
- Give your buyer what they want to hear every time
- Discover how to creatively capture the attention of your audience



**SolutionSpeak provides  
sellers with an immediate  
return on investment!  
Gain confidence and the  
skills to WIN!**

### Power Point Presentations Don't Sell...People Do!

- Visual aids should AID your presentation, not BE the presentation
- Make it psychologically easy for buyers to say..."YES"
- Less is more...why this concept is scientifically proven to work

### Deliver Presentations with a Punch

- The top do's and don'ts of effective body language
- Learn what to do with your hands...at last!
- Discover how NOT to send your audience mixed messages

### Don't Lose Your Credibility When it Comes to Q&A

- 5 simple rules for professional Q&A management
- Wow your audience with your polished Q&A skills
- Thinking on your feet is easy with this proven formula



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## Testimonials from workshop participants:

“This course offered me an excellent process for creating highly effective sales presentations. I thoroughly enjoyed learning how to capture an audience and think outside the box. Wonderful course!”

Damon Clark, Account Manager, Novozymes Biologicals

“This course will definitely give me a positive edge over my competition. I’m now prepared to create and deliver a presentation that adds value and delivers solutions for my clients.”

Kathy Kozminski, Sales

“Great course! Allows you to think outside the box and be more creative and inviting with the sales process with your customers.”

John Simulick, Vice President Commercial, WH Gill & Associates

“I can now apply a consistent process to develop and deliver more clear, concise presentations.”

Jennifer Russell, Account Manager, Novozymes Biologicals

“Great structured approach to presentations.”

Jim Seifer, Director of Corporate Solutions, CommTest



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