

# Presenting Beyond the Product™

## Presenting Beyond the Product™

(PBP) is a hands-on, results oriented workshop that will have an immediate impact on your ability to effectively influence and persuade your audience to take action.

It will provide you with the opportunity to further develop and refine your delivery skills to enhance your own credibility and that of your message.

The ability to deliver a persuasive presentation to internal or external audiences has become a fundamental competency requirement for members of the customer-facing team.

It is critical these presentations be targeted and delivered in a credible and influential manner.

Persuasive presentations that are credible, compelling and influential differentiate you from the competition and can make the difference.

## Who Will Benefit?

Presenting Beyond the Product (PBP) is a persuasive presentation workshop. Any member of the customer-facing team will find value in this learning experience.

- Salespeople and account managers
- Application and system engineers
- Product and solution specialists
- Product marketing staff

It is estimated that there are more than 33 million formal presentations per year. 70% are attended by management and executive level people. 49% say the presentations they attend are a complete waste of time.

We've all heard the phrase "death by PowerPoint", and we have all undoubtedly experienced it, too. It's helpful to remind ourselves that the success of a presentation is based on the outcome, and not on the technical detail or amount of material shown on the slides.

The ability to compel a group of people to make decisions and take action is a critical competency for many customer-facing positions. This skill in a selling environment takes on some unique characteristics that go beyond the structure and content of the standard PowerPoint materials provided to the field.

Presenting Beyond the Product is designed to help people learn how to plan a credible and compelling sales presentation, influencing a small group to take action.



## PROGRAM SUMMARY

Presenting Beyond the Product (PBP) balances techniques that improve the planning and flow of the content with effective delivery techniques necessary to persuade an audience to mobilize into action.

This is a modularized two-day workshop that can be configured to work within your organization's needs. Techniques are introduced that are applied to an upcoming presentation.

Participants are video taped several times, provided with group feedback and individual coaching related to the content and the delivery of the presentation.

Participants learn to use a practical reusable tool (Presentation Planner) for preparing a presentation.

## PRESENTATION COMPONENTS

The program is built around five key areas: Preparation, Engage, Discover, Recommend and Commit.

**Prepare:** Preparing for the presentation includes focusing on your presentation purpose and desired outcomes, analyzing the needs of the audience anticipating questions and concerns, and planning the structure of your argument.

**Engage:** Opening the presentation includes a careful construction of the first few moments, the presentation purpose and plan, as well as a discussion of the outcome and the key questions and concerns.

**Discover:** The best presentations are dialogues with a group about their perceptions of and perspectives on their situation, their opportunity and your recommendation. Discovery targets and questioning techniques are learned here.

**Recommend:** The recommendation contains the logic and structure of the argument and content. This includes summarizing your recommended approach, a consideration of their competitive alternatives, and a discussion of your solution.

**Commit:** A commitment to the outcome agreed to in the Engage section of the presentation is the objective. The skills here involve handling objections and concerns and asking for the next step.

**Using Visuals:** Presenters connect with the audience. Visual Aids support the presenter. Projection systems, Handouts, Whiteboards, Flipcharts are all discussed to ensure the presentation is properly illustrated.

## DELIVERY SKILLS APPLICATION

Delivery skills can either enhance one's credibility or destroy a presentation. Participants receive videotaped feedback on voice quality, proper eye contact and body movements, while delivering a planned upcoming presentation.

## OUTCOMES

Upon completion of Presenting Beyond the Product, participants will:

Understand how to construct a persuasive presentation.

Refine delivery skills.

Understand how fluency with content impacts credibility.

Recognize personal strengths and identify improvement areas.

Improve their ability to handle difficult questions.

Receive feedback on videotaped practices.

Utilize a tool for preparation.

Enhance their presentations through fluent use of visuals.

## PARTICIPANT MATERIALS

Participant guide, presentation planner, videotaped presentations



Jack B. Keenan, Inc.  
18221 Tolusa Place  
Morgan Hill, CA 95037 U.S.A.  
Phone (408) 448-4686  
[www.jackbkeenan.com](http://www.jackbkeenan.com)