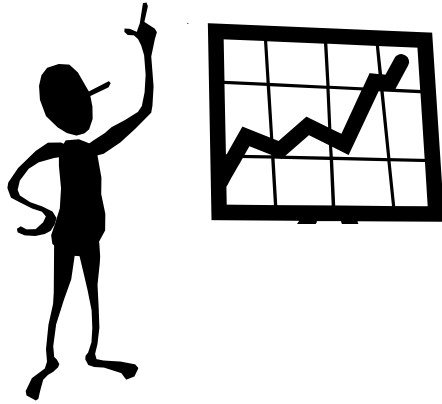


Business Development Presentations

A Well-Planned Presentation that Meets Clients' Needs



Introduce prospective clients to your company with a consistent, benefit-driven message

What sets your company apart?

Your unique selling proposition (USP) is how you make your product, service, or offering unique and desirable to a specific audience. Once you know your USP, you can use it to communicate with customers and prospects by incorporating it into every presentation you make. However, many presentations lack purpose, structure, and benefit-driven language. Today, presentations must demonstrate how you are uniquely capable of addressing specific and complex client needs.

Who should attend

This program is ideally suited for managers, directors, and sales/business development teams who want to make their company presentations appealing, benefit-driven, and credible for consistent results.

What you will learn

Today's business landscape is cluttered with many competing messages. As a result, professionals who make business development presentations need new tools to create messages that are focused, persuasive, and useful for their clients. In this program, you will learn how to:

- ◆ plan and prepare a presentation that is client-focused
- ◆ present your company's unique selling proposition
- ◆ structure your content to address client hot-button issues
- ◆ present your ideas concisely using benefit statements
- ◆ develop visuals that add value to your presentation

Program format

Business Development Presentations is a two-hour program where participants learn practical tools during lunch. Participants are encouraged to bring in a current presentation and give it a makeover using the course tools. This workshop can also be tailored to meet a group's specific challenge or project.

An in-depth presentation assessment and team coaching are also available.

To register, contact:

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