



Nearly 9 out of every 10 rate Distinction's presentation skills coaching workshops as "one of the best" professional development sessions of their career.

Strategic Coaching for Major Sales Opportunities

Turning your team presentation into a competitive advantage

Whether the goal is to grow your existing business in an account or capture new customers, the stakes couldn't be higher for you and your company. Maybe they're in the hundreds of thousands or even millions of dollars. But one thing you know for sure – there's no consolation for coming in second place in a major sales opportunity. And to make things even more challenging, every competitor is wondering how to take the business away from you. How well do you and your messages stand out from the crowd? And are they well articulated and delivered with confidence & clarity?

Distinction helps you look beyond your own knothole in the fence to develop a well-honed strategy for winning a major sales opportunity. By using unique tools to assess your team's communication strengths and weaknesses, we help you identify best practice approaches for messaging and delivery built on three critical message perspectives. First, your value proposition is re-shaped in terms that better resonate with external audiences. Then we give you a look through the eyes of your prospect and the things that keep them awake at night. Finally, we look at your competitor's possible game plan for taking the opportunity away from you so you can build a message that plays into your strengths and their weaknesses. Your onsite session leader will also work with your team to deliver the presentation and respond to audience Q&A with greater confidence, clarity and believability.

Distinction – we give you a very important edge in the high stakes presentation process!

// *It was one of the more valuable sales presentations skills training sessions many of us have experienced. Even those who came in skeptical were surprised, happy and ready to go after the next opportunity!*

Here's how Distinction can prepare you & your team for a high stakes sales opportunity

- Help you identify your team's strengths & weaknesses for the oral presentation process.
- Provide an important look through the eyes of your customer & key competitors.
- Create consensus on the three messages that will help you win.
- Understand how to win influence by identifying interviewer history, 'styles' and their message filters.
- Utilize a powerful model for shaping a presentation that sets you apart from the crowd.
- Learn important influence principles related to inoculation, safe choices, recency/primacy & social proof.
- During practice sessions, hone confident and crisp delivery skills that build credibility for you and your company.
- Better perform under the pressure of Q&A. Anticipate and execute.
- Optional presentation design assistance.

Typically a 2-day onsite offering. Contact Distinction to discuss the recommended schedule for your specific situation

For more information on how Distinction can help your proposal team compete more effectively for major projects...

www.distinction-services.com/majorsales.html



Distinction

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Where story & storyteller drive ideas and information!

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