

Preparation and Delivery of Excellent Presentations

BENEFIT	<p>While designing a well-structured presentation is important, the presenter must also be able to deliver the material in a confident and relaxed style. The ability to convey facts and information in a clear, concise manner, while maintaining audience interest, is a crucial part of delivering an effective presentation. This course is valuable for every purchaser who needs to communicate ideas to his colleagues, to suppliers or to the management.</p>
CONTENTS	<p>How to plan and prepare for excellent presentations</p> <ul style="list-style-type: none"> ▪ How to avoid brain death after the first five sentences ▪ Nine keys of outstanding presentations ▪ The ultimate formula for delivering excellent presentations ▪ How to capture your audience: The AIDA Principle ▪ How to make your message “stick” ▪ Key questions to ask about your audience and subject ▪ Use of visuals and other resources ▪ Building confidence and managing your nerves <p>How to deliver excellent presentations</p> <ul style="list-style-type: none"> ▪ Public Speaking: Selected elements of rhetoric, body language and personal aura, showing self confidence, etc. ▪ Deadly sins in visual presentations ▪ Attention-getting openings and compelling closings ▪ Creating a winning impression and capturing the audience ▪ Applying high-retention techniques in your presentation ▪ How to involve, influence and interact with your audience ▪ 10 Tips, if you want to give a bad presentation <p>Managing tricky situations</p> <ul style="list-style-type: none"> ▪ Mastering critical situations – 5 ways to deal with hecklers. ▪ Dealing with objections and interruptions ▪ Mastering difficult situations in a presentation with composure
DURATION	2 days (Training No. PK02-US)
TARGET GROUP	Purchasers, Purchasing Managers, Lead Buyer
TRAINING METHODS	Input, discussions, teamwork, self assessments, practical exercises
REQUIREMENTS	None