



THE PRESENTATION CONVERSATION

The purpose of the Presentation Conversation is to help your sellers build the confidence and credibility to crush every presentation. High stakes presentations are built into the fabric of sales, and we must be great presentation coaches.

RULES OF ENGAGEMENT

Frequency	At least once per quarter
Duration	No more than 30 minutes
Preparation	<p>Coachee: Concrete, specific answer to "What does success look like?"; Description of audience and agenda</p> <p>Coach: Working knowledge of the Present With Panache™ Tool</p>
Execution	<p>Knowledge: Ensure all three stages of giving great presentations are present; preparation, execution and follow through; Ensure practice of the essential elements of persuasion and performance</p> <p>Skill: Focus on the greatest opportunity for seller and practice that</p> <p>Discipline: Ensure seller makes concrete decisions about elements of persuasion and performance</p>
Outcome	Increase seller's confidence and credibility in crushing the next presentation

AVOID THESE TRAPS

1. Focusing solely on preparing slide decks
2. Not preparing the opening and closing of a presentation
3. Failing to help seller distill, distill, distill the presentation
4. Failing to practice
5. Leaving emotions to chance
6. Leaving the technical stuff to chance
7. Doing follow through like everyone else does
8. Not being crisp about making and keeping the follow up promise
9. Not treating the presentation as a gift



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