

presenting CPDs to influence product choice and specification



Why this workshop?

- Technical presentations can be boring and often don't lead to commitments. Sales presentations are too pushy and don't meet the CPD rules or expectations of the CPD audience
- But, presentations meeting CPD guidelines, presented professionally, with an eye to gaining commitments, can be one of the most cost-effective ways of communicating the message
- This workshop ensures CPD opportunities become CPD realities

What do the audience think about CPD seminars?

"The point is that their seminars include a mixture of technical detail, product information and relevant applications. So it's not an old-fashioned sales pitch, more a melding of minds to solve a particular problem. As a result, they provide us with several seminars each year and our engineers regularly use their advice service"

"One CPD seminar I organised included some classic examples of 'how not to do it'. The presenter failed to engage with his audience, didn't grasp what we wanted to know, couldn't use his presentation material effectively, obviously suffered from a lack of product knowledge, and never followed up on questions"

The Benefits

Enables delegates to:

- Understand the principles of making CPD presentations
- Develop a user-friendly style
- Understand how to use presentations to gain commitments
- Practice the skills learned
- Customise a presentation to different CPD audiences
- Receive feedback and coaching on their practical performance

The Workshop Content

Making the Content Live

- Setting the objectives
- Understanding the specifiers

Getting the Message Across

- Making it user-friendly
- Gaining the commitments

Practice Makes Perfect

- Practical role-play on delivering the presentation
- Critique and coaching, covering: voice, style, body language, handling the audience, use of language, overcoming nerves

Venue

Market Harborough
Leicestershire

Price

£345 + VAT per delegate
£315 + VAT for 3+ delegates

CPDs that achieve Results
6 March 2012