

DIANNA BOOHER, CSP, CPAE

AUTHOR ■ SPEAKER ■ CONSULTANT

***INCREASING PRODUCTIVITY
THROUGH EFFECTIVE COMMUNICATION***

PERSUASIVE SALES PRESENTATIONS

How do you respond to someone citing statistics and data with which you're unfamiliar? How do you react when your client changes the course of your presentation and discussion in midstream? Adding "the finishing touches" will help you be yourself in front of a group of clients, no matter its size—whether 2 or 200. You'll learn to think on your feet, handle tough questions and situations, and build rapport with your clients.

Participants will learn to—

- Identify characteristics of executive presence that every sales professional should exhibit when calling on senior decision makers
- Use a four-part model to think on your feet and build credibility during informal sales meetings and formal presentations
- Respond to 10 difficult question types with answers that build rapport, increase authority, and improve retention
- Use gestures, space, and movement for highest impact
- Ensure that nonverbal communication supports rather than sabotages the message

Alternate Title:

Sales Presentations That Work®

Supplementary Materials to Reinforce Learning:

Book: *Speak With Confidence!* (McGraw-Hill)

*The Voice of Authority: 10 Communication Strategies
Every Leader Needs to Know* (McGraw-Hill)

A nationally recognized business communication expert, Dianna is the author of more than 40 books, including more than 20 on communication topics (Simon & Schuster/Pocket Books, Random House/Ballantine, Warner, McGraw-Hill). Her work has been excerpted, reviewed, and featured in media such as Good Morning America, The Wall Street Journal, The New York Times, CNN, CNBC, USA Today, Forbes, National Public Radio, Bloomberg, Boardroom Reports, Investors Business Daily, Fox Family Network, Washington Post, New York Newsday, Los Angeles Times, Chicago Tribune, Success, and Entrepreneur, among other national radio, TV, and newspapers. Britannica, Nightingale-Conant, Thomson Corporation, American Media, and InterCom also have produced video, audio, and software series based on several of her business titles.



"We've received rave reviews from the sales organization, and we could not have pulled it off without your help. Two of our 10 presenters had *never* given a major presentation before; yet, people were amazed by their poise and professionalism."
—Mike Hogan, Director of Brand Marketing, Frito-Lay, Inc.

"The techniques...are immediately helpful and easy to apply. Not only does Dianna know and communicate her subject well, but she also conducts a fast-paced and engaging workshop." —Mike Ochoa, Training Specialist, Pennzoil Motor Oil

"Dianna is a genius at helping you and your organization communicate more effectively, profitably, and transformatively. Her brilliant and instantly applicable insights and wisdom get results that pay off now." —Mark Victor Hansen, Author, Co-Founder, Chicken Soup for the Soul Enterprises, Inc.

