

# Effective Presentation Skills

WHEN YOUR BUSINESS  
TAKES A NEW TURN  
ACROSS BORDERS...

"Unlike traditional presentation skills trainers, the **YEO**-consultant focused very much on our business and our services both in his methodology and his personal coaching. His sound knowledge of the IT industry was very valuable to that end. He had us practice a lot on typical presentation skills as well. At the end of the project we felt we were really ready to meet the next prospect with more enthusiasm, confidence and a clearer message".

Stefaan Hinderyckx,  
Vice President Sales UBIZEN.

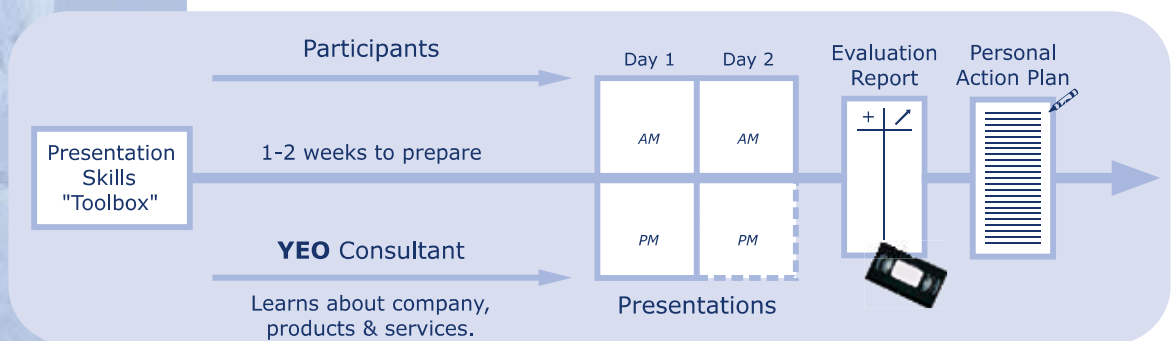
## WHO WILL BENEFIT FROM THIS SEMINAR?

The program is designed for sales representatives, product marketers, and other executives in staff or line positions who have to effectively communicate ideas and information to customers and prospects, through presentations.

## WHY SHOULD YOU ATTEND?

### You will learn to:

- Become more aware of one's own presentation style, both in terms of strengths and weaknesses, through the use of extensive exercises and feedback.
- Explore new and more effective styles to be able to give professional presentations.
- Increase the confidence to stand up and present corporate and product messages.
- Be more effective when delivering those messages so that the audience hears, understands, accepts and acts upon your ideas.



## METHODOLOGY

Two weeks before the actual training, the YEO consultant will send a Presentation Skills "toolbox" to the participants. During the following two weeks the participants prepare two presentations. Meanwhile the YEO consultant learns more about the company and its products or services. That way he/she can not only judge the presentations on the way they are delivered but also on the content.

During the first day of the workshop, the participants deliver their first presentation. With the feedback of the first day in mind, the second presentation is delivered the following day. Both sessions are very interactive and focus on improving the message and the presentation skills.

The participants write a personal action plan and can take the videotape of both their presentations home.

## ALTERNATIVE PROGRAMS:

Effective International  
Presentation Skills



## CONTENT OF THE SEMINAR

Learning about presentation skills is not difficult, applying the skills and combining them is the trick. Very direct feedback on the different areas of improvement and lots of exercise is the formula used in this seminar.

The introduction of the seminar covers the essentials for effective presentations. Therefore non-verbal communication, verbal communication, the use of visuals and an overview of group interaction is delivered and discussed.

The seminar itself concentrates on product or service presentations, which will be videotaped, evaluated and improved.

## DURATION

This very intensive program allows only a limited number of participants. For groups of 4 participants, the session will take one day and a half. For groups of 6, it will be a 2 days workshop.

## LANGUAGES

English. Also available in Dutch, French, German & Spanish on request.

## LIMITED PARTICIPANTS NUMBER

4 or 6

I would like to be contacted for more specific information on **'Effective Presentation Skills'** by:  phone  email

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First Name: .....  
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