

FINANCIAL SERVICES

SALES PRESENTATION SKILLS WITH R³™

Business Challenge

Advisors respond best to wholesalers that are credible, trustworthy, and provide value-added guidance and insight. A wholesaler's ability to communicate their unique brand of service can mean the difference between average and exceptional production. So much of presentation skills training today focus on the physical aspect of delivering presentations. At ProDirect, we feel that the development of the presentation is as important as the development of the presenter.

The Focus

Wholesalers at every level will learn practical skills they'll be able to use immediately. ProDirect blends sales and presentation skills training in a learn-by-doing approach that includes videotaped skills practice against real world advisor and market challenges. Participants get individualized, "in-the-moment" coaching and achieve results they can see and feel.

Key Content

- Building Your Personal Brand as a wholesaler
- Effectively opening, advancing & closing meetings with advisors
- Reducing the time it takes to prepare advisor-specific sales presentations
- Adding impact to your message with effective gestures, vocal quality, eye contact, and collateral material
- Handling spontaneous objections and questions with credibility and poise
- Orchestrating other resources when co-presenting

Outcomes

By participating in **Sales Presentation Skills**, participants will be able to:

- Create a more compelling message and enhance their personal impact
- Leverage presentation development as well as physical skill in getting their message across
- Analyze, address and win over tough audiences
- Master the Q & A process for impact and insight
- Excel in any room format and environment



WHO WILL BENEFIT

Sales Presentation Skills is perfect for Wholesalers and the teams that support them in pursuit of high value relationships with Financial Professionals.

DELIVERY

Sales Presentation Skills is offered in 2-day workshop and in one-to-one and small group coaching formats.

ABOUT

Founded in 1999, ProDirect LLC is a sales training and coaching company dedicated to helping companies leverage their sales talent. The firm blends sales training, business development tools, and real world coaching to help clients achieve results they can feel. Based in Princeton, NJ, ProDirect serves clients in the Global 2000.