



INTERACTIVE COMMUNICATIONS ADVANCED SALES CLINICS

Phone-based presentations are not simply a slimmed-down version of face-to-face presentations. Internals need additional skills in order to keep advisors engaged and convey complex product information without the help of visual aids or a warm handshake.

PRESENTING OVER THE PHONE

Pre-Work: Participants complete an online diagnostic about how they currently present key products over the phone.

Agenda (half day):

- The structure of an effective phone presentation.
Yes, there actually is one.
- It's not about you or your product.
Review of features and benefits (because too many internals think "established track record" is a benefit).
- Key product presentations.
Following the structure and packed with benefits.
- Engaging the advisor.
Dialogue is more effective than monologue, but you still need to get your key points across.
- NEW: Web-based presentations.
Being able to see a slide doesn't mean they're paying attention.
- Linguistically based presentation techniques.
Chunking, representational systems, sameness and difference, and ways to make your presentation pop.
- Stories that sell.
In 30 seconds or less and we'll record these.

Reinforcement: Participants complete a series of three online skill drills that reinforce what they learned in the workshop.

About Interactive Communications

Interactive Communications was founded in 1994 by Mary Anne Doggett and Claudia Fogelin, two sales thought leaders who each have more than 25 years experience in financial services and asset management. Concentrating exclusively on firms that sell through financial intermediaries, our mission is simple: We help you sell more.

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