



Tension Management Institute

Research • Development • Outreach • Training • Certification • Support • Community

— Tension Management in Presentations —

Program Briefing

Program Overview —

This program is intended for all professionals who provide individual or group sales presentations — from informal one-on-one discussions to formal presentations conducted for large committees of decision makers and influencers — including all sales, technical, support and management team members. It is particularly appropriate for audiences where management desires:

- increased efficiency and effectiveness in all presentations.
- fewer, shorter and/or less costly presentations that deliver maximum impact.
- optimum maintenance of the prospect's level of interest and forward movement in the sales process.
- presentations that clearly and directly address the prospect's greatest areas of need and opportunity.
- objection-free presentations that trigger the prospect to take action more quickly.
- prospects who readily see the value of the solution and the seller as the best choice.
- minimal negotiation and higher profit margins.

Topics Covered —

This is an in-depth program in the MasterStream® Series. It can be presented as a stand-alone experience. Ideally, the participants would have already attended the "Tension Management in Sales" core program, or completed pre-work covering the basics of the MasterStream® Method.

During this program, participants will learn how to:

- Prepare themselves for a successful presentation.
- Establish the sales professional as a trusted and preferred expert.
- Present themselves, their organizations, and their solutions in a credible, relevant and compelling way.
- Set the stage for the prospect to see maximum value in the solution prior to the presentation itself.
- Present the specific details of the solution in a way that boosts value, maintains productive tension and minimizes objections.
- Stimulate the prospect to move forward more quickly.
- Position financial aspects of the solution such that perceived value exceeds perceived costs.
- Leverage tension flow in order to streamline the closing of the deal.
- Avoid the most common mistakes sales representatives make during presentations.

Formats Available —

Tension Management in Presentations is available in a variety of formats. All programs are customized to meet the objectives of the client. Please choose your format based on what you want your audience members to walk away with: Awareness, Understanding or Skill.

A **Keynote** is a 60-90 minute "Awareness Level" program, designed to introduce the audience members to the key concepts of tension management during presentations and get them thinking about how those concepts apply when they are delivering recommendations and solutions. While keynotes are

predominantly lectures, this format allows time for the concepts to be presented in an engaging way as well as time for several partner and small group discussions.

A **Half-Day Seminar** is a 3-4 hour “Understanding Level” program, that builds on the material covered in the Keynote format and allows ample time for the participants to practice the skills of setting the stage for an effective presentation, introducing themselves and their organizations, boosting credibility, delivering the solution, fielding questions and advancing the sales process. Half-Day Seminars are a balance between lecture, partner and small group discussions, and exercises.

A **Full-Day Workshop** is a 7-8 hour “Skill Level” program that includes everything covered in the Keynote and Half-Day formats and adds a comprehensive exercise that covers the entire approach for both informal, one-on-one presentations and large, formal presentations before a group of key decision makers – and a thorough debrief of the experience. During a Full-Day Workshop, lecture is minimized and audience experience is maximized through discussions, exercises, role plays, skill demonstrations and application projects.

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