

Tips: Working With Your Own Salespeople At Trade Shows



Our One-On-One Presentation Coaching services can be delivered anywhere in the world.

We help presenters prepare for:

- Keynote speeches
- Conference talks
- Analyst conference calls
- Shareholder meetings
- Panelists
- Press conferences
- Technical presentations
- Sales presentations
- Marketing presentations

- **All of The Hill Group's coaches are Professional Speakers**
- **Our coaches work with each presenter's own natural style**
- **Presenters become more confident, compelling and captivating**

The success of any one-on-one presenter coaching program relies on the experience, knowledge, and communication skills of the coach. That's why all of our coaches are professional presenters each with at least 10 years experience.

This means each presenter is learning from a true professional who knows what they're doing, why they do it, and how they do it. They're great people; easy to work with, fun to work with, and they know how to help anyone become a better presenter.

Our coaches are Matt Hill, Phil Roybal, Kathleen Ronald, Richard Laible, Jim Obermayer, Candy Adams, Lynn Cole, and Cecilee Rogers.

Each one-on-one session with our coach is video taped and each presenter walks away with their tape and a written critique of the session by the Hill Group coach.

We'll boost each presenter's confidence by helping them avoid any distracting behaviors, by helping them focus on their natural presenting style and strengths, and by getting them more knowledgeable about the key verbal and non-verbal presentation elements below:

1. Presentation Basics

- Clear objectives
- Needs of the audience
- Content-Process model
- Audience participation

2. Presentation Environment

- Greeting the audience
- Acknowledging latecomers
- Room size, AV needs
- Controlling the audience

3. Use of Visual Aids

- Computers and monitors
- Whiteboards
- Projection systems
- Handling your products

4. Verbal Skills

- Voice modulation and tempo
- Avoiding non-words
- Using pauses
- Recognizing feedback

5. Non Verbal Skills

- Where to sit/stand
- How to stand and move around
- Audience dynamics
- Gestures and eye contact

6. Ending Presentations

- Summarizing
- Handling questions
- Asking for understanding
- Closing