

## Winning Presentation for Business (Online)

### Course Objective

- Practice the framework for preparing and delivering impactful business presentation
- Recognize your strengths and weaknesses in business presentation
- Discover techniques to build rapport and engage your audience
- Learn to create powerful visual aids
- Be skillful in getting commitment at end of presentation

### Target Audience

Every employee who needs to do presentation.

### Course Outline

- 3 most common mistakes of business presentations
- 5 key traits of world-class presenters
- Structure Of Effective Business Presentation
- Defining your objectives in presentation
- Effective presentation using 5C's
- Confidence In Yourself
- Building good rapport with you audience using NLP
- Radiating confidence through your body language and voice
- Content Preparation
- Researching your audience's needs and crafting your positioning
- Structuring your presentation flow
- Clarity In Your Theme
- Developing your powerful key message
- Creating impactful visuals aids
- Connect With Your Audience
- Engaging your audience
- Handling questions and objections professionally
- Commitment And Conclusion
- Summarize the presentation
- Getting commitment from audience

### Methodology

The workshop is designed to deliver maximum result through experiential learning, case studies, group discussions, self-reflection and translation into actual action plan that can be applied immediately at work.

Dates (2020) : Refer to website for course schedule  
Duration : 1 day, 9am to 5pm (7 hours)  
Via ZOOM

Register online at SNEF website

<https://snef.org.sg/digitallearning/>

### Course Fees

**Full Fees**  
(inclusive 7% GST):

S\$299.60

### Trainer

Koh Thong Joo has more than 16 years' of industry experience working in MNC, statutory board, SME and Public Listed Company. He has spearheaded various portfolios including sales & marketing, business development, strategic planning and management consultancy. He has crystallized the years of practical experience and developed a systematic and effective sales management methodology.

He is certified Human Behaviour Analyst (DISC Profiling) under the Management Centre of Asia & The Leadership Institute of America. He specializes in providing training in the area of sales management, customer service, communications, interpersonal skills, personal effectiveness and creative problem solving. He has conducted numerous training in Singapore, Malaysia and China.

### Enquiries:

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