

Selling Your Technological Solutions



Gaining Acceptance for New Ideas

How many times, after giving a technological presentation have you felt frustrated by the resistance to new ideas and thought, "They just don't get it"? And how many times have you presented the solution to a problem, or an understanding of opportunities, but lacked the ability to communicate your conviction and *influence* your audience to follow through?

Innovative action is a decision made by people, and people act and react differently in accordance with their *needs*. When a presenter can identify and respond to those needs, the audience is more receptive to suggestions, recommendations, and proposals.

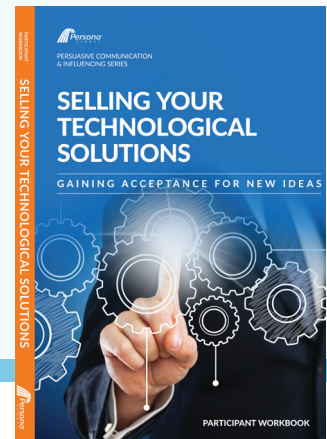
This program focuses on helping you develop the interpersonal communication skills and ability to make effective presentations

that reach your audience, no matter their level of technological understanding or resistance to new ideas.

As technology takes an increasingly prominent position in all branches of industry, companies need to encourage

their people to:

- Position themselves as problem solvers to help others overcome their natural resistance to new ideas.
- Transform new ideas into a workable reality.
- Share ideas with others.



Objectives—In this two-and-a-half day workshop, you will:

- Establish the importance of communication in presenting your technological ideas/solutions to others.
- Examine how people communicate and miscommunicate with each other.
- Develop a systematic method for recognizing the needs of others according to their behavior.
- Learn to see yourself as others perceive you.
- Develop a method of adapting our behavior to reach others by means of a negotiation process.
- Learn how we can adapt our behavior to reach others at all levels of technological understanding.
- Acquire skills that promote effective technological presentations.
- Apply learned ideas to a real-life work situation.
- Develop a plan for continued use of the skills developed during the program.

Workshop Features & Benefits

- Stimulates understanding and acceptance of new technologies.
- Enables participants to generate and sell technical solutions.
- Gives technical people the skills to communicate effectively with non-technical decision-makers and end-users.
- Enables participants to use their new skills to prepare for a real-life business presentation.

Learn how to:

- Plan a negotiation
- Creates ongoing working relationships
- Builds relationships with others
- Determines others' needs
- Presents ideas effectively
- Handles resistance and objections

Who Should Attend?

- Technical personnel and managers who strive to acquire a competitive edge in today's marketplace.

"Learning to help others be their best has made a great impact on my job satisfaction, as well as on the team's overall productivity. It's amazing!"

Eunice Yang
HR Vice President - Motorola Electronics and Communications, Inc.

What You'll Experience

- ◆ **Effective Technological Presenter**
 - Understanding the principles of an effective technological presenter
 - Communication and presentation—the consequences of good and poor communication
- ◆ **Presenter Styles**
 - How your natural communication style can effect your listeners
 - Introduction to communication styles
 - Controlling, Promoting, Facilitating, and Analytical
 - Strengths and weaknesses of each style
 - How people perceive you as a presenter. Easiest and most difficult person to persuade
- ◆ **Trust and Empathy of the Audience**
 - Building trust with your audience
 - Trust and commitment—understanding the relationship
 - Establishing rapport
- ◆ **Change and Defensiveness**
 - Presenting the four basic styles of presentation and how to use them
 - Needs of your listeners
 - How to pace your presentation
 - What motivates each style
 - How each style reacts under tension during a presentation and what to do about it
 - Putting it all together
 - Practice, practice, practice

◆ Building Confidence

- How to prepare your presentation for maximum effect
- How to be flexible when dealing with different audience
- How a presenter can promote his/her technological ideas/solutions with different style audiences
- The need for a presenter to be flexible and accept the feelings / logic of others.

◆ Presentation Process

Seven-step presentation process focusing on strategy, preparation, practice and how to handle objections.

◆ Application

Action plan for preparing for a real-life presentation.

ABOUT THE AUTHOR



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The Persuasive Communicator® was developed by **Jon Gornstein** – the founder and President of **Persona** GLOBAL® who has devoted his 39-year career to helping multinational corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 72 countries to companies such as Abbott Labs, Disney, IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



For more information about **Persona** GLOBAL®, Inc.'s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT **Persona** GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL®, Inc.'s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona** GLOBAL® Programs include:

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- SONY Music Entertainment