

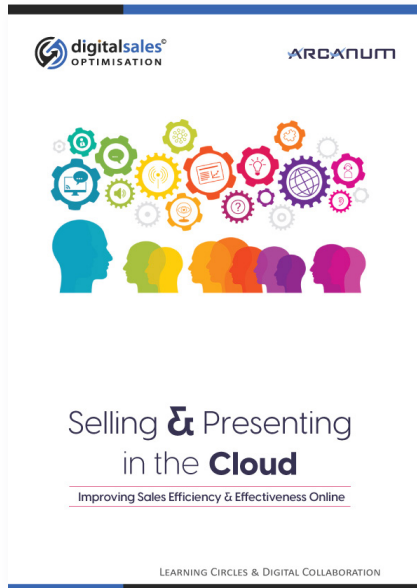


'Selling & Presenting in the Cloud'
Building a World Class Sales Team

'Selling & Presenting in the Cloud'

The Art & Science of Cloud Based Selling & Presenting

VIRTUAL WORKSHOP WITH PRE & POST MODULES
USING THE WIZTANGO DIGITAL LEARNING PLATFORM



SELECTED TOPICS, MODULES & FACILITATION

UNDERSTANDING
AUDIENCES

UNDERSTANDING
'COGNITION'

MESSAGING &
STRUCTURE

VISUALISATION &
STORYTELLING

COGNITIVE
PROCESSING

DESIGNING FOR
VIRTUAL DELIVERY

HANDLING
OBJECTIONS

CLOSING
THE DEAL

SOLUTION
SELLING

SALES SLIDE
'ALCHEMY'

TYPES OF
PRESENTATIONS

PRESENTER VIRTUAL
DELIVERY SKILLS

Turning an audience around to your way of thinking during a sales presentation is a great skill to have. However, cloud based selling and presenting is very different from the face-to-face version, so presenters must engage audiences differently by creating & delivering messages using an innovative blend of cognition, visualisation and storytelling.

- Each delegate will choose a client of theirs. One that they will be likely selling to in the near future
- They will create a new sales presentation for that client prior to the workshop, or adapt an existing one
- Throughout the two day workshop the presentation will be refined, enhanced, transformed and changed
- At the end of the workshop, the delegate will present the new version presentation in real time to EVERYONE
- The delegate evaluation will be based on pre-selected facilitator CRITERIA

A CUSTOMISABLE DIGITALLY BLENDED
COLLABORATIVE LEARNING EXPERIENCE WITH
MULTIPLE DELIVERY AND DURATION OPTIONS & FORMATS

'Selling & Presenting in the Cloud'

Course Details & Technology



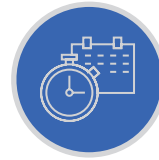
Format:

- Online & Face-to-Face
- Collaborative/Blended
- Pre, Workshop & Post



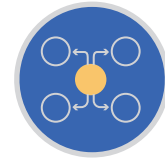
Attendees:

- Up to 30 people
- Ideal for People who Use Presentations to Sell



Duration:

- Pre = 2 Weeks
- Workshop = 2 Days
- Post = 2 Weeks



Course/Learning Type:

- Modular
- 'Learning Circles'
- 'Spaced Learning'



Learning Actions:

- Over 40 Items
- Questions & Exercises
- Examples/Case Studies



Technology Used:

- PowerPoint™
- Wiztango/HTML 5
- Zoom or MS Teams



Digital Courseware:

- PDF Handouts
- HTML 5 Interactive
- Video



Analytical Evaluation:

- Measurable ROI
- Before & After Analysis
- In the Field Results

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Evidence Beats Opinion™



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OPTIMISATION

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