

David Ferrier's

Presenting to Win-Win/Sales psychology.

(Planned professional presentations.)

It is a **unique, exciting and revealing opportunity** to analyze the planned presentation and unique selling benefits (U.S.B.'s) of oneself, company product and service. Eighty five percent comes through the eyes so I talk about always backing U.S.B.'s up with well presented visual aids. There are three types of presentations, playing it by ear, scripted and planned. The planned presentation combines playing it by ear, scripts and visual aids. It involves breaking the sales process up into minor stages, segments and goals.

Dynamite goes off as I enthusiastically, passionately and professionally (see testimonials) talk about the mental preparation (self talk), the meet and greet, rapport building and common ground, the needs analysis stage (utilizing astute listening skills) and staying in control. These are the segments of the introduction. Then there are the segments of the presentation and close. These three stages (the intro, presentation and close) and their segments make up the dynamic planned presentation!



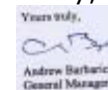
It is with pleasure I inform you that we found the talk to be both informative, challenging and of assistance to us in our day-to-day sales activities. We, as the management team at PUMPnSEAL Australia, have noticed several changes in our performance and figures in the months that have passed.



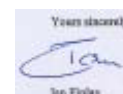
As a result, our Sales Department has achieved new levels of success and I am looking forward to the same type of improvement from our new sales member, who will be attending your talks shortly.



The feedback from those who attended has been very positive – ranging from “One of the best sessions I’ve ever attended” to “Every person, regardless of their industry, should attend.”



As General Manager I have found these talks to have been highly beneficial to my communication skills and helped me communicate better on a professional level and just as importantly on a personal level.

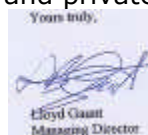


We recently had 4 Representatives/Account Managers attend seminars held by David Ferrier. These were well received by them with the following remarks made in reference

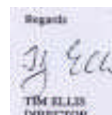
to their content.....powerful, thought provoking, dynamic and all encompassing.



Both Steve and Geof felt their time spent with you was extremely worthwhile. The Investment made by the Company in your talks, has been of great benefit to them. They felt they had received valuable tools, which will assist in both their professional and private life.



Both Graham, my general manager, and I gained a huge amount of knowledge from the techniques that David uses and teaches. We have put these techniques into our daily interaction and have already had amazingly positive results.



The structure and presentation of your talks maximises learning. This is assisted by the fun we all shared and would rate as one of the best learning sessions we have attended.

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