

**Company and Sales Presentations for Senior Leaders**

**Category:**

Leadership

**Course Requisite:**

Senior Leaders only

**Course Length:**

4 hours

**Materials:**

Included (digitally only)

**Cancellation Policy:**

Less than 36 hours, 100% non-refundable. Less than 14 calendar days, 50% non-refundable

**Minimum Number of Students:**

2

**Maximum Number of Students:**

10

**Delivery:**vILT or cILT  
(virtual or classroom)

**Pre-work:**

None

This is an intense workshop, resulting in senior leaders creating pitches and presentations for sales, business development and other needs, including attracting investors and strategic partners. We focus on optimizing the overall company philosophy, culture, and actual interviews and opportunities where the company must succeed with the external presentation of the company.

Again, this workshop will be aimed at the more senior people in the company who are consistently involved in business interviews and establishing the overall branding, messaging, and sales culture for the company. The work will be then be passed down to staff at all levels to ensure consistent messaging and presentations by them in their interactions with the outside world.

This course is facilitated by Jack Rossin, master sales trainer and coach, with over 30 years of success. Jack also teaches Presentation Skills at the Harvard T. H. Chan School of Public Health.

**Course Benefits:**

* Attendees learn how to:
  + create company positioning
  + present the company in accordance to brand
  + identify competitive advantages
  + create ‘the pitch’
  + open to close interviews
  + introduce and present handouts
  + conduct Q&As