JOSE UCAR
HUMAN-CENTRED TRAINING

TRAINING PROGRAMME

PRESENTING YOUR PRODUCTS AND SERVICES

Prepare with purpose. Present with confidence. Sell with clarity.

This practical workshop is designed for professionals who promote, pitch, and present products or services to clients. It focuses on **value-led presentations** that clearly communicate benefits, address customer needs, and inspire confidence, turning presentations into powerful commercial conversations.

WHAT YOUR TEAM WILL GAIN

- Stronger value-based selling through presentation
- Structured, customer-focused narratives
- Confidence delivering persuasive messages
- Professional delivery and Q&A handling

RESULTS YOU CAN EXPECT

- Clearer communication of product value
- Stronger alignment with customer needs
- Increased confidence in business meetings
- More persuasive, commercially effective pitches

CORE DEVELOPMENT AREAS

DAY ONE

- Live presentation delivery
- Structured developmental feedback
- Setting development priorities

DAY TWO

- Value-based selling frameworks
- Commercial storytelling
- Audience analysis and structure

DAY THREE

- Second presentation delivery
- Coaching and refinement
- Development planning

WHO WOULD BENEFIT

New business pitch presenters | Client meeting leads | Account review presenters

Commercial proposal teams | Product demonstration teams

DURATION
1-day or extended 3-day format

FORMAT
Face-to-face or virtual workshop

APPROACH
Live practice and feedback

Let's talk about how this could benefit your team

Every session is tailored to your team's unique needs and goals.

Get in touch
to bring this programme to your workplace

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