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WRITER CREATIVE DIRECTOR

**PRESENTATION**

## Don't talk at them. Talk to them.

### Merrill Lynch Global Wealth Consultants
### Introducing: The Practice Management Development Program

The **P**resentation **T**raining program for your firm will be tailored to your specific needs, created to optimize the take-away for participants. The program is generally an hour and fifteen minutes including a Q & A section at the end. It will cover the sophisticated skill-set required to enhance your consultant's presentation to clients as well as their ability to target their audience specifically.

I will refine the included subjects based on your input in terms of what you feel would be beneficial for this particular group.

**Some of the topics that may be relevant include:**

- Default Sales Pitches vs. Acquiring Effective Performance Skills
- The Intimacy of Money
- Targeting Your Audience: Women, Men, High-End Clients, Median Clients
- When To Stop: How To Leverage Pauses To Enhance Sales
- How You Listen
- Identifying Bullet Points To Speak To
- Ensuring Your Audience Receives & Retains What You Say
- Why Reading To Clients Is Not Communicating
- Eye Contact: How & When
- Reducing Prep Time
- Parsing Content for Delivery
- Being Quick on Your Verbal Feet By Using Your Hands
- Complex Visuals: How To Effectively Utilize Them
- Strategic Presentation: Next Steps, Call To Action
- Releasing Anxiety Before The Pitch



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