

READY TO LEARN
CMKG



Category Management Knowledge Group

Selling Skills 1: Developing Fact-Based Powerpoint & Presentation Skills

This accredited program builds proficiency in developing compelling PowerPoint presentations using a fact-based approach with logic and flow.

Selling Skills 1:
*Developing Fact-Based
PowerPoint &
Presentation Skills*

SKILL DEVELOPMENT PROGRAM

**INDIVIDUAL
PURCHASE**

\$198.00 USD

BUY NOW

TEAM PURCHASE

Minimum of 5 people
required for bulk pricing

REQUEST QUOTE

QUESTIONS?

Check out our website.

CMKG.ORG

Upgrade Your Skills

Where Art and Science Meet.

Learn how to take the analytic work you've completed and turn it into a fact-based presentation that looks good, is relevant for your audience, has logic & flow and tells a story.

Convince Your Audience to Say "Yes" to Your Ideas.

Your program starts with a focus on PowerPoint and some of the "do" and "don't" tips associated with developing presentations that look good. Once you learn how to make presentations look good, you'll learn how to create presentations that focus on one or two ideas or purposes, that consider your buyer's conditions, needs and limitations, and that is backed up with facts from your analysis or data.

next
PROGRAM CURRICULUM >>



Program Curriculum

Building Powerpoint and Presentation Skills

Foundational Accredited Category Management Training Course

Participants build their skill base in technical and tactical functionality of PowerPoint and presentation skills. By understanding the fundamentals of PowerPoint, participants become more efficient and effective in developing effective, succinct and impactful presentations. The presentation skills included in this course allow participants to take their great PowerPoint presentations, and effectively present them to either internal or external audiences. This course is broken into 2 distinct parts, first focusing on PowerPoint skills, then on presentation development and delivery.

Fact Based Selling

Intermediate Accredited Category Management Training Course

Participants will learn how to create a presentation that focuses on a fact-based selling approach. Rather than presenting just data, they will learn how to present insights from the data. Next, they will learn how to add these fact-based insights into their presentation that has both logic and flow. They will learn how to consider the conditions, needs, limitations and opportunities of their "customer" (either internal or external), and align their presentation to this situation.

CMKG
Train Ahead.

CMKG.ORG +1 (855) 548-2376 *toll-free*
Suite 210, 1829 Ranchlands Blvd NW, Calgary, Alberta
CANADA T3G 2A7 shoptraining.cmkg.org

How to Give Your Category Management Presentations a Makeover

Here's a resource to help you understand how to make your presentations more compelling.

Excerpt from **BLOG.CMKG.ORG**

Best Practices • Industry Updates • Resources • Thought Leadership

Do your presentations need a "facelift"? Start with the basics of visual communication and storytelling.

Presentations have become the de facto business communication tool. Companies are started, products are launched, audiences are educated—in small or large part because of the quality of presentations. Likewise, ideas, endeavors and even careers can be cut short due to ineffective communication. Out of the millions of presentations delivered each day, only a small percentage are delivered really well.

The reason for this is many of us lack visual communication skills. Most of us were never taught how to move from verbal expression to visual expression (or have ever taken a PowerPoint training course). As communicators, learning to create visual stories that connect with our audience is imperative. Turning category management data and analytics into a compelling PowerPoint presentation that engages an audience starts with the basics—you need to give equal attention to developing the visual story and to delivering the parts of the presentation!

The opportunity? Start with the basics about how to use PowerPoint and create logic and flow for your slides. Once you develop your visual communication and storytelling skills, you can start learning where and how to add the data and insights into your presentations to create persuasive **fact-based sales presentations**.

This is only an example of the type of training you will receive in this skill development program!

Which Skill Development Program is best for your needs?

Visit: www.cmkg.org/category-management-skill-development-programs