



The **Cognitive** Presenter

The Art & Science of Persuasive Sales Presentations

The Cognitive Presenter

The Art & Science of Sales Presentations

Overview of Training:

With the competition for audience attention now at an unprecedented level, for presentations to be engaging and effective, presenters have to be very multi-faceted, and employ an innovative mix of cognition, visuals and storytelling to help messages 'stick' with audiences, and aid perception, memory and recall. 'The Cognitive Presenter' has been designed to fundamentally change the way companies and individuals think about all aspects of sales presentations.

Our Methodology:

Arcanum have developed a comprehensive and proprietary presentation methodology called 'Present:ology', which are over 40 evidence based modules that focus on learning the widest possible range of presentation skills, with an emphasis on all aspects of technical, selling, sales and sales team presentations.

Our unique selling point is that we use real-life examples of sales slides from presentations that we have created and allowed to showcase, so presenters can see and learn the process of creating slides that have already been used and won business for over 150 clients globally and across many key sectors.

Key Modules *(Modules are Customisable):*

UNDERSTANDING
AUDIENCE STYLES

HOW TO VISUALISE
MESSAGES

CREATING & USING
INFO GRAPHICS

THE 12 'V's
OF SALES

THE PRINCIPLES
OF COGNITION

THE ART & SCIENCE
OF STORIES

NON-VERBAL
COMMUNICATION

PRESENTING
COMPLEXITY

MESSAGING &
STRUCTURE

BUILDING A VALUE
PROPOSITION

PRESENTATION
STRATEGIES

DEALING WITH
DISTRACTIONS

THE SCIENCE
OF PRESENTATIONS

THE IMPORTANCE
OF 80:20

SKILLS &
SHORTCUTS

OUR PROPRIETARY
TOOLS/TECHNIQUES

Presentations involve audiences, so any presenter who does not understand the basics of Cognition, Visualisation and Storytelling is putting themselves at a huge disadvantage.

Mark J. Stradling, Founder & CEO

The Cognitive Presenter

The Art & Science of Sales Presentations

Understand the foundations of what makes a Cognitive Presenter by using a wide range of tools and techniques called Present:ology in sales presentations. Appreciate the value they bring to the sales process, and to winning business.

Learn how to identify and articulate your intended messages, and how to deliver them to a variety of different audiences with impact and clarity using a range of messaging techniques and storytelling. Learn cognitive communication skills.

Develop visualisation skills, to help turn low impact bullet points into high impact visuals, graphics, charts and graphs. Learn the importance of developing and a clear Value Proposition to guide clients through your unique offering.

Discover how to create of source Information graphics, which are the business language of representation in today's information driven business society. They are a vital element of visual communication. to help engage all types of audiences.

Learning the 80:20 principle of presentations. 20% of presentation slides will likely deliver 80% of the effectiveness and value. Identifying the key slides and customising them to the client or buyer is a must in order to win new business.

Focus on how to save precious time and effort by developing presentations in Mind Maps® and Storyboards first. Discover little known tips and tricks which can save up to 25% of time, leaving more time for refining sales content and rehearsal.

Find out how to develop ten of the most important presenter skills. These include non-verbal communication, maintaining audience attention, dealing with distractions, the different types of audiences and synchronising message delivery.

Learn why it is important to adapt various presentations to different formats communication for different objectives and audiences. Slide:Docs™ is a sales presentation format designed to be read and referenced rather than projected.





What World Class Sales Teams Look Like

Arcanum Asia Sdn Bhd

3.02D East Wing, Level 3, Menara BRDB
285 Jalan Marrof, Bukit Bandaraya
59000 Kuala Lumpur, MALAYSIA

Arcanum Asia Pte Ltd

190 Clemenceau Avenue
#06-01
SINGAPORE 239924

Mark J. Stradling

Founder & CEO

Malaysia: +60 (12) 2010 631

Singapore: +65 966 89 283

mark@arcanumasia.com

Copyright 2023. All rights reserved

No part of this document may be reproduced or transmitted in any form by any means, either graphical, electronic or mechanical, including photocopying recording or by any information storage and retrieval system, without permission in writing from the publisher, except where permitted by law.