

# Case Study – Innovation Group

## The Brief



Sales presentation is more competitive than ever. Clients expect more, individuals and teams have to be at their best and nothing can be left to chance.

Karen Gregory-Reader, UK Training and Development Manager for Innovation Group, gave us our brief - “The sales team need a focus on specific styles of putting a presentation together and delivering it to clients and potential clients.”

## Our Solution

We designed a highly practical one day sales-specific presentation training course for small groups to be delivered in-house created to deliver an immediate impact on Innovation Group’s business-winning capabilities.

The course looked at the details of successful sales presentation techniques including structure and language, the actual delivery (vocal and visual) and non-verbal communication and was delivered to small groups of sales staff with an energetic and relevant approach.

## The Result

After an initial extremely successful and well-received run, the course was extended to further sales staff. Comments and feedback included:-

- “I have to say that was one of the two best external training courses I have ever been on – the other one being in New Zealand back in 1996. Fun! Entertaining! Stimulating!”
- “Really useful – have done this sort of training before but never so much practicing. Very good engagement and kept everyone’s attention.”
- “Excellent. Engaging. Would recommend and use again. Good humour and able to match mood of group.”

*“I just wanted to drop you a quick note to say thanks for last week’s course. The feedback I have received is all positive and everyone seemed to have fun and learn. We will do more.”*

Ian Bowen, Sales Director, Innovation Group

