

Client Case Study

Nº 19



Cathelco Memorable Presentations Programme

"This course re-taught me so much and helped my team see what's possible."

**Pete Smith, Sales Director
Cathelco**

"The support from Deena [Gornick] throughout went above and beyond what I ever expected!"

**Lauren Wright
Cathelco Delegate**

Synopsis

Following a high energy, interactive two day programme, members of the sales team are now more confident when presenting and are equipped with the skills to communicate effectively with clients and deliver memorable and high impact presentations. This in turn has led to an increase in conversion rates and higher quality business being won.

Challenges and Requirements

- The sales team at Cathelco has a complex and specialist product to sell. Whilst technically proficient, many of the team did not understand the importance of building rapport when presenting.
- Like many people, a number of the sales team were daunted by presenting in front of a group. In order to be able to pitch at the highest level, they needed to develop the skills and confidence to speak with passion and inspire people to buy from them.
- Whilst a number of the team have been trained in selling 'techniques', this had not focused on how to inspire, engage and connect with an audience. As such they were not maximising opportunities or fulfilling their potential as a sales team.
- The Managing Director of Cathelco recognised that in order for the business to grow and develop, his sales team needed to become more effective in their presentation style so that they would win more contracts.

The Farscape Learning Experience

Farscape designed a presentation skills programme focused on building confidence, creating opportunities to experiment, delivering feedback and building people's skills and use of presentation techniques. The programme included:

- A series of high energy and interactive exercises designed to challenge delegates to think differently about presenting.
- Experiential exercises to allow individuals to practice presenting in a non-threatening yet challenging situation.
- Videoing of individuals in order to enable self assessment and feedback.
- Introduction of tools and techniques to allow delegates to explore building rapport with an audience, engaging people emotionally in a presentation and overcoming fear.
- Constant practice around different scenarios in order to embed techniques and build people's confidence and belief in themselves.

"I would definitely recommend this course. As someone who hated speaking this course has given me so much more confidence and made me realise I can do this!"

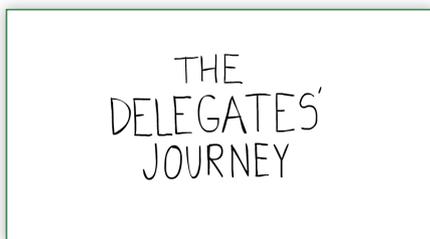
Emma Dickenson
Cathelco Delegate

"Deena [Gornick] makes this course!! Her enthusiasm is infectious and I have learnt more about myself in the last two days than I ever thought possible."

Ryan Marsh
Cathelco Delegate

Outcomes and Results

- The sales team have had a memorable shared experience, which has secured their relationships and now enables them to coach and support each other.
- Individuals have overcome their fear of presenting and now have a variety of techniques that they can draw upon when speaking in front of potential clients.
- People have greater confidence in their ability and are able to explore ways of creating an impact and building an emotional connection with their audience, which is leading to greater successes when selling.
- The whole team has stepped up a level and have the ability to present effectively to all types of groups and deliver results.



Delegates took part in a carefully designed learning journey



Many of the delegates were apprehensive before starting



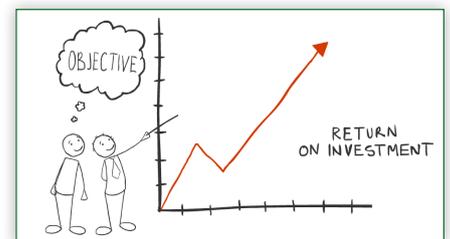
They were introduced to tools and techniques to build rapport with an audience



Experiential exercises enabled them to practise these tools and techniques



Videoring the delegates allowed for self assessment and one-to-one feedback



The positive impact has already been seen with improved confidence when presenting