

Powerful, Persuasive Presentations

with Patricia Fripp

Online Presentation Skills and Sales Presentation Training Course Outline

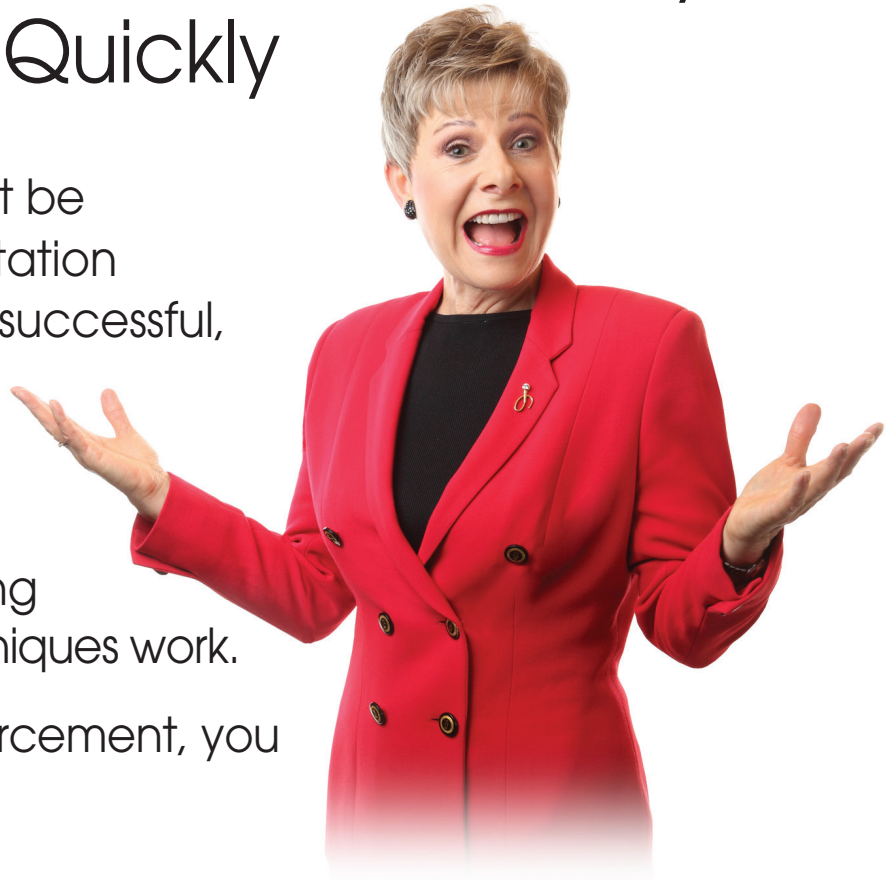
Become a Great Presenter Easily, Conveniently, Quickly

When your message must be memorable, your presentation powerful, and your sales successful, FrippVT can help.

In the boardroom, seminar hall, conference center, or when presenting online, our speaking techniques work.

With repetition and reinforcement, you

- Transform sales results
- Build leadership skills
- Accelerate career success



FRIPP VT

A Welcome Message about the Patricia Fripp Powerful, Persuasive Presentations

Congratulations, and thank you for your interest in our Powerful, Persuasive Presentations courses.

Your interest proves you realize the potential strength of good public speaking ability. There are many courses here designed to help you develop powerful, persuasive presentation skills. However, to be able to take what you have learned to the boardroom or the stage requires repetition and often a level of accountability. That is where your relationship with FrippVT is an advantage.

Becoming a great speaker or presenter is not rocket science. However, it is a lot more complex than most individuals realize. At FrippVT I have done my best to simplify and demystify the process of designing a presentation for anyone who needs to speak in public.



It does not matter if you are a novice to public speaking, an experienced CEO, top sales professional, or even a highly paid professional speaker. FrippVT courses can help increase your effectiveness. One of the best reasons to invest in FrippVT is because of the way it suits busy professionals like you. Repetition, reinforcement, and retention get you the results you want.

When you experience presentations that can make a difference in your career, it is important to have opportunities to revisit the training and have it reinforced. The convenience and impact of having FrippVT available 24/7 cannot be underestimated.

Use FrippVT as an ongoing training resource or in combination with in-person training and coaching.

My suggestion for how to use FrippVT is focused on where you need the most help. If you are in sales, start with Course 10, "Superstar Sales Presentations." Or take the first seven courses in order and then the others based on your personal interest and priority.

With Fripp VT, you have 24/7 access to me, your very own executive speech coach and sales presentation skills expert. In fact, why not consider me your new best friend?

A handwritten signature in black ink that reads "Patricia Fripp". The signature is fluid and cursive.

Patricia Fripp

Hall of Fame Keynote Speaker, Executive Speech Coach, Sales Presentation Skills Expert, Past President of the National Speakers Association.

Powerful, Persuasive Presentations Course Outline

COURSE 01 **Getting Started Developing Your Public Speaking Skills** (30 minutes)

- Chapter 01 Getting Started
- Chapter 02 What You Need to Know: The Basics
- Chapter 03 What Is the Magic? Speak from the Point of View of the Audience
- Chapter 04 The Creative Process: Where Do You Start?

COURSE 02 **Finding Your Content: Discover the Treasure Trove in Your Life** (1 hour)

- Chapter 01 Once Upon a Time Technique
- Chapter 02 Look to Your Family Examples
- Chapter 03 You Get Paid for What You Know – Study Your Career
- Chapter 04 Attribute Meaning Where There Usually Isn't Any
- Chapter 05 Listen to Your Friends
- Chapter 06 Customize Stories for Your Clients

COURSE 03 **Speech Structure: The Skeleton Under the Flesh of Your Words** (1 hour)

- Chapter 01 A Quick Review
- Chapter 02 Clarifying Your Central Theme or Premise
- Chapter 03 Understanding the Fripp Speech Model
- Chapter 04 The Body of the Speech
- Chapter 05 Options of Openings
- Chapter 06 Review, Q&A, and Challenge
- Chapter 07 Closing on a High: Your Last Words Linger

COURSE 04 **Connecting to Your Audience** (45 minutes)

- Chapter 01 It's All About the Audience
- Chapter 02 Build Emotional Connection Three Ways
- Chapter 03 Engage Your Audience Before You Open Your Presentation
- Chapter 04 Engage the Audience by Your Preparation

COURSE 05 **The Importance of a Good Story** (2 hours)

- Chapter 01 The Importance of a Good Story
- Chapter 02 The Not So Basic Basics
- Chapter 03 Enjoyed Any Good Conversations Recently?
- Chapter 04 Compelling Storytelling Can Be Learned
- Chapter 05 The Phrase That Pays
- Chapter 06 Tell the Story of the War Through the Eyes of One Soldier
- Chapter 07 Nobody Can Resist a Good Story Well Told

COURSE 06 **You Have Choices: Options of Openings – The Techniques** (1 hour 30 minutes)

- Chapter 01 The First Thirty Seconds
- Chapter 02 Find the Connection to Your Audience
- Chapter 03 Setting the Scene – Hollywood Style
- Chapter 04 Get to the Point Fast
- Chapter 05 The Power of Questions
- Chapter 06 To Quote or Not to Quote, That Is the Question
- Chapter 07 Start in the Middle of a Conversation
- Chapter 08 An Interesting Statistic
- Chapter 09 A Little Known Fact
- Chapter 10 A Startling Statement or Challenge
- Chapter 11 Set the Stage with a Story
- Chapter 12 Relate to the Situation, the Introduction, or the Introducer
- Chapter 13 When in Doubt, What Would Fripp Say?

COURSE 07 **Specificity Builds Credibility** (30 minutes)

- Chapter 01 The Quality of Being Specific

COURSE 08 **17 Techniques to Customize Your Speech** (1 hour 20 minutes)

- Chapter 01 Want to Double Your Fee?
- Chapter 02 Three Suggestions for Questions
- Chapter 03 Why Not Become an Industry Expert?
- Chapter 04 Make the Executives and Sponsors Happy
- Chapter 05 We Can Be Heroes for More Than One Day
- Chapter 06 The Customer Knows Best
- Chapter 07 A Nice Problem to Have: How Do I Top That?
- Chapter 08 Who Sends You an Invoice?
- Chapter 09 You Know Your Subject; Now Prove Your Flexibility
- Chapter 10 Is Luck Ever a Strategy?

COURSE 09 **Leadership Presentations: How to Inspire Action and Commitment** (1 hour)

- Chapter 01 The Stakes Are High
- Chapter 02 Is That Great Speaker Really You?
- Chapter 03 Warm Up before You Hit the Stage
- Chapter 04 Do You Really Have Plenty of Time to Build Rapport?
- Chapter 05 An Audience Will Forgive You Anything Except Being Boring
- Chapter 06 The Person Behind the Position
- Chapter 07 Appeal to Their Rational Self-Interest
- Chapter 08 A Speech Is Not a Conversation; However, It Needs to Sound Conversational
- Chapter 09 A Visual Aid Is Visual and an Aid
- Chapter 10 Rehearsal Is the Work; Performance Is the Relaxation
- Chapter 11 Learn from the Mistakes of Others

COURSE 10 **Superstar Sales Presentations: The Inside Secrets** (2 hours)

- Chapter 01 If You Sound the Same as Everyone Else, You Have No Advantage
- Chapter 02 What Do Poor Sales Presentations Really Cost?
- Chapter 03 Nobody Cares About You, Only about Solving Their Own Problems
- Chapter 04 The Skeleton Under the Flesh of Your Words
- Chapter 05 Connecting to Your Audience Two Ways
- Chapter 06 Nobody Can Resist a Good Story Well Told
- Chapter 07 It Is Not Your Client's Job to Remember You
- Chapter 08 Help! I Am Lost Without My PowerPoint
- Chapter 09 Taking Your Message to the Next Level
- Chapter 10 It Is Not Only What You Say; It Is Also How You Say It

COURSE 11 **How to Deliver a Dynamic Webinar** (45 minutes)

- Chapter 01 Webinars Are an Important Part of Business Communications
- Chapter 02 What Is Your Audience Going to See When They Tune In?
- Chapter 03 What Is Your Grabber Comment?
- Chapter 04 Now Is the Time to Introduce You
- Chapter 05 Let's Get Them and Keep Them Involved
- Chapter 06 Two More Important Tips That May Save Your Sanity

COURSE 12 **Reporting to Senior Management without Being Terrified** (30 minutes)

- Chapter 01 The Stakes Are Higher - Get Ready!
- Chapter 02 Eight Fripp Rules for Senior Management Presentations
- Chapter 03 Fripp's Four Don'ts and Three Where-to-Starts
- Chapter 04 Take It Home, Baby! The Principles in Action

COURSE 13 **Maximize Your Executive Overview** (5 minutes)

- Chapter 01 Clear, Concise, Credible

COURSE 14 **Maximize Your Networking Opportunities** (10 minutes)

- Chapter 01 All Speaking Is Public Speaking
 1. What Is Your Audience Going to See When They Tune In?
 2. Develop a Distinctive Signature
 3. Make Your Mother Proud
 4. Work Your Name Tag
 5. Develop an Unforgettable Greeting
 6. Make Your Introduction Apply to Whomever You Are Meeting
 7. Just Like You
 8. Take the Initiative to Start Conversation
 9. Volunteer to Be a Greeter
 10. Look for Opportunities to Be Helpful at Events
 11. Greet Everyone
 12. Travel with Your Own PR Agent

COURSE 15 **Frequently Asked Questions and Quick Answers** (1 hour)

- Chapter 01 What Is the Best Way to Handle an Introduction?
- Chapter 02 Introducing a Speaker Known to the Audience
- Chapter 03 Practical Advice about Introductions
- Chapter 04 The Difference between In-Person and Online Sales
- Chapter 05 How Do You Overcome Nervousness?
- Chapter 06 What If My Clients Are Sloppy Speakers?
- Chapter 07 What Is the Best Way to Connect with an Audience?
- Chapter 08 Can You Give Me an Example of the Circular Speech Structure?
- Chapter 09 How Do You Stand and Move on Stage?
- Chapter 10 How Do You Make My Team Meetings More Exciting?
- Chapter 11 How Do You Successfully Copresent?
- Chapter 12 How Do You Copresent When the Other Person Is the Star?
- Chapter 13 How Do You Slow Down?
- Chapter 14 How Do You Sound Less Monotone?
- Chapter 15 What Do You Say When You Don't Speak?
- Chapter 16 How Can You Be Funnier?
- Chapter 17 How Do I Open My Presentation? Fripp Live Examples
- Chapter 18 How Do You Dress for a Presentation?

COURSE 16 **The Prosperity Series: Fripp Live Sales Presentations** (2 hours)

- Chapter 01 Speak to the Audience of Your Audience
- Chapter 02 Every Sales Professional Can Sell More
- Chapter 03 The Key to Connection is Conversation
- Chapter 04 Three Key Elements to Your Presentation
- Chapter 05 Your Sales Presentation Structure
- Chapter 06 Open Your Sales Presentation with Impact
- Chapter 07 The Fripp Sales Scripting Formula
- Chapter 08 Closing Your Sales Presentation On a High Point
- Chapter 09 Take Your Satisfied Customers with You – Part 1
- Chapter 10 Take Your Satisfied Customers with You – Part 2
- Chapter 11 Specificity Builds Your Credibility
- Chapter 12 Sloppy Language Can Lose a Sale
- Chapter 13 Life is a Series of Sales Situations
- Chapter 14 Audience Interaction

Bonus Webinar Section

Presentation Skills | FrippVT User Meetings | Presentation Skills

Benefit from the wisdom and advice of Patricia Fripp and her colleagues who are experts in sales, marketing, social media, and online meetings. Live events are arranged in 20 minute segments. We continue to add to these courses.