

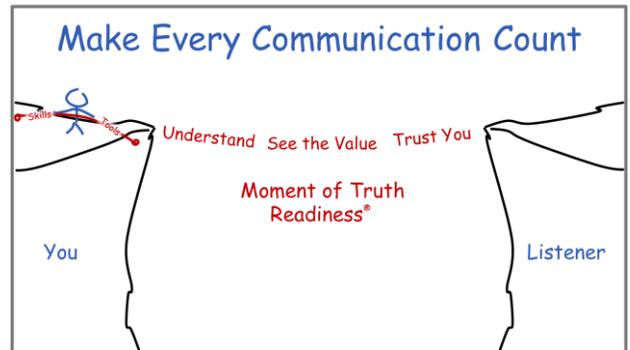
The Credible Presenter™

For Briefing Center Discussion Leaders

Leading a customer discussion in a Briefing Center can be an uncomfortable act.

Many try to avoid briefings or, at best, survive.

It could be a career limiting mistake to underestimate the importance of interacting with customers in the briefing center. In every briefing, what you say and how you say it can both advance the sales process and be an unparalleled career enhancing opportunity.



Take the first step.

Becoming a credible discussion leader takes conscious commitment. Choose to participate in this working session and your efforts will have immediate impact. In just one action-packed day, you'll transform by learning, applying, and practicing the three essential "must know" discussion leader skill sets:

DESIGN content that makes your customer audience care

You'll apply the **Analyze → Anchor → Agenda** process to create clear, concise, value laden messages that target your customer's "care-about's."

DELIVER your content with believable conviction

You'll practice the essential engagement skills needed to reduce anxiety and both look and feel **authentic, composed, and engaging** under briefing pressure.

DEFEND your content without getting defensive

You'll learn how to confidently embrace tough questions by practicing the **Anticipate → Acknowledge → Answer** methodology.

Benefits that impact your career for a lifetime.

The impact of your experience will go far beyond just being able to consistently deliver credible, result-getting briefings. The skills you learn will make you a better overall business communicator in person, virtually, and in writing.

You'll have a new, infectious self-confidence and inner strength that follows you everywhere you go, adding incalculable benefit to your credibility, career, and personal life.

Specifications:

- One day experience
- Up to 24 participants
- Learn and use Mandel's Blueprint® planning tool
- 4 real-world application exercises
- 4 video recordings
- Structured peer to peer coaching guided by Mandel facilitator
- Participants must bring a smart device and earbuds for video recording and playback

<https://mandel.com/landing-pages/resourcepage-abpm>