

# PERSUASIVE SELLING & PRESENTATION SKILLS TRAINING

MANUAL



**LIVE WIRE**  
STRATEGIC COMMUNICATIONS

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A photograph of four business professionals in a modern office setting, sitting around a table and engaged in a meeting. The scene is captured in a blue-tinted, semi-transparent style. A large window in the background allows natural light to filter through, creating a bright, airy atmosphere. The individuals are dressed in professional attire, and a laptop is visible on the table. The overall mood is collaborative and professional.

# *GROUP SESSION*

# 01 DEFINING YOUR PERSONAL BRAND

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**W**hen preparing and delivering a presentation, it is critical to ask yourself: how do I want the audience to perceive me once the presentation is complete? The answer to this question could significantly help your “brand.”

Your personal brand is not your job title or resume. It’s the perception you create through your presence, message, and the value you consistently deliver. For executives, your communication style is one of the most visible and powerful expressions of your leadership brand.

This opening section helps you define and align your personal brand so that every presentation, panel, and public appearance reinforces your unique voice and strategic value.

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## 1. What Is a Personal Communication Brand?

**Your executive communication brand is the intersection of:**

- ▀ Your leadership values (What do you stand for?).
- ▀ Your expertise and domain authority (What are you known for?).
- ▀ Your communication style (How do you show up in a room?).
- ▀ Your audience’s perception (How do others describe you after you leave?).

## 2. Why It Matters

- ▀ Influences how stakeholders interpret your message.
  - ▀ Shapes trust, relatability, and followership.
  - ▀ Distinguishes you in high-visibility forums (media, investor calls, conferences).
  - ▀ Aligns internal and external communications.
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*“Your brand is what people say about you when you’re not in the room.”*

*— Jeff Bezos,  
Founder and Executive Chair of Amazon*

## **Hands on Exercise: Defining Your Personal Brand**

To define your personal brand, you need to think about the way you want others to perceive you. Google yourself – what do you find? If the results do not align with how you would hope to be perceived there is likely a disconnect between your personal brand statement and how it is received by others. Executives today are expected to be visible thought leaders, and your digital footprint plays a large role in helping you achieve your goals.

- Am I a visionary, a pragmatist, a catalyst, a guide?
- Do I lead with data, empathy, storytelling, or provocation?
- What adjectives do I want others to use to describe me after I speak?

Use your answers to build a short personal brand statement:

For example: “I am a bold, data-driven communicator who simplifies complexity and inspires confidence in transformation.”

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# 02 DEVELOPING PERSUASIVE PRESENTATIONS

## Know Your Purpose

A clearly defined purpose is critical for a persuasive presentation. So, as you consider your next opportunity to present, ask yourself:

- Why am I giving the presentation? What's in it for me?
- What is my business objective? Win business? Change attitudes or behaviors? Position myself as a thought leader?
- What do I want the audience to do? What is my call to action?
- Most importantly, how will the presentation benefit the audience? What's in it for them?



PURPOSE	DESIRED RESULT	AUDIENCE BENEFIT
PERSUADE	Change attitude or action	Better information for decision making
INFORM	Improve knowledge, ability, or behavior	Understand ways to save time, money, make job easier
INSPIRE	Enthusiasm, motivation	Incentive, morale boost

## Hands on Exercise: Envisioning Your Headline

Imagine you could control the headline of tomorrow's New York Times article about your presentation; what would the headline be?

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