

THE PROGRAM – IN GENERAL

The Real-World Presentations Seminar® is a highly interactive, how-to oriented program designed to make a dramatic difference one's presentation skills to groups. The program is conducted as follows:

1. Three instructors conduct the three day seminar with only five to ten participants.
2. Each participant delivers four to six, video-recorded presentations to the class on various subjects relating to his business.
3. Each presentation is coached and critiqued by at least two of the three instructors.
4. Following each class member presentation, the presenter meets privately with an instructor for individual critique, and is then given specific ideas for improvement to be implemented during his next presentation.
5. All presentations are sequentially recorded on the participant's assigned video tape. At the conclusion of the program the video tape is then given to the class member.
6. Between each presentation the classroom instructor teaches and demonstrates various presentation techniques and skills while the class records the ideas in their training manual.

SEMINAR TOPICS

INTRODUCTIONS

- How to write an introduction to best prepare the audience
- Eight ideas to remember when preparing an introduction

PRESENTATION OUTLINE

- How to capture your audience's attention
- Five openings to make your presentation have a stronger impact
- Ten methods to outline your presentation
- Five closing methods to dramatize your point

AUDIO VISUAL AIDS

- How to match the audio/visual aid to the audience

- How to use a flipchart to make a stronger impact in the presentation
- "Tips To Remember" when using visual aids

HANDLING QUESTIONS AND ANSWERS

- Nine critical "Tips To Remember" about answering questions
- The "Four R's of the question/answer period to keep the presenter in control
- How to diffuse the audience's negative comments and/or questions
- How to make the person introducing you feel more comfortable in front of the audience

CHOICE OF WORDS

PLUS MANY MORE SPECIFIC, *REAL-WORLD* IDEAS TO MAKE YOUR PRESENTATIONS EVEN MORE MEMORABLE

HOW THE CLASSES ARE CONDUCTED

Why:

We discuss the theory pertaining to specific techniques. This gives, each participant a better understanding of the importance of the principles introduced.

How:

Each person is shown *what* to do, and *how* to apply the techniques to their specific situation. This encourages each person to apply the ideas immediately with their clients and prospective customers.

Application:

Time is dedicated to *practice* the ideas discussed. In addition, ample time is allowed for the participants to ask questions regarding the new techniques, so that each participant feels more comfortable with the principles.

This not a lecture program. Each topic includes a high degree of interaction with the participants. This helps to adapt the techniques to the individual situation and to the personality of each presenter. *We include a considerable amount of practice in this program.* In general, the training follows the following seven-step process:

1. The classroom instructor conducts a brief overview of the program and topics that will be addressed during the seminar. A brief instructional period provides the participants with a few ideas to remember when making their presentations.
2. Time is then allocated for the participants to prepare their first presentation on a business related subject. This serves as a “base presentation” to determine what general skills may need improvement.
3. The first participant then delivers his first, video-recorded presentation to the class while the classroom instructor completes a thorough, written critique of his delivery.
4. The class and instructor then offer a brief, verbal critique of the presentation. This critique includes positive reinforcement, as well as suggestions for improvement.
5. Following the verbal critique, the first presenter then examines his presentation on a monitor while wearing headphones, as the second presenter delivers his first presentation to the group.
6. The third presenter delivers his first presentation to the class while the second presenter examines his video on the monitor. At the same time, the first presenter meets privately with another instructor to gain a more detailed critique, plus specific coaching for improvement.
7. This process is repeated throughout seminar. Each participant will see measurable improvement in his presentations throughout the seminar, as each presentation becomes more challenging with various skills and techniques introduced for each presentation.

REAL-WORLD PRESENTATIONS SEMINAR®
A FEW CLIENT COMMENTS
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“You have restored my belief in sales training. Real-world—usable training.”

Richard Fennema
Financial Consultant
Merrill Lynch

“Yours is not an ‘in one ear and out the other’ seminar, but rather one of lasting value which justifies the expense.you are the only person we have found to be consistently exceptional and diversified enough for new and repeat presentations.”

Rick Burnett
Vice President
Burnett Personnel Services

“Excellent Class. Shows you how to deliver the techniques, rather than just tell you.”

Irene Riddle
Area Marketing Manager
Southwest Airlines

“The most intensive ‘selling skills’ training I have been to in my 21 years in sales--Great Job!”

Dennis Maiuri
Sales & Marketing Manager
Governor Computer Products

“Although not in sales, I found this course to be extremely valuable in the areas of improving communication and listening skills. I see sales people everyday and there is a night and day difference between those with skills taught in this course and those without these skills. Thanks. I thoroughly enjoyed the course.”

Jim Kindel
Purchasing & Materials Manager
Texas Process Equipment Company

“Dynamic and action oriented program!”

Gail O’Brien
Vice President and Regional Manager
Kelly Temporary Services

“Excellent program. Something to learn, even for the experienced and successful person.”

Dan O’Toole
Vice President
Quest Environmental Resources Corp.

“Excellent. Hands on stuff I can use!”

Elizabeth Menefee
National Sales Manager
WAOK/WVEE Radio

REAL-WORLD PRESENTATIONS SEMINAR®
PARTIAL CLIENT LIST
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Adam's Mark Hotels
Ajilon Services, Inc.
American Oilfield Divers
Anco Insurance of Houston
Baker Oil Tools
Bekins Moving & Storage
BellSouth Communication Systems
Burnett Personnel Services
Children's World Learning Centers
Cotton Moving & Storage
Crown Computer Supplies, Inc.
Curtis 1000
Exxon Company, U.S.A.
Grant Thornton
Hilton Hotels
Houston Business Journal
Houston Lighting & Power Company
Hyatt Regency Hotels
International Printing & Publishing
Kelly Temporary Services
KHTV Television/Houston
KKRW FM Radio/Houston
KKSS FM Radio/Albuquerque
KLOL 101.1 FM Radio/Houston
KMJQ 102 Jamz Radio/Houston
KODA/Sunny 99.1 Radio/Houston
KPRC 950 AM Radio/Houston
KRRW FM Radio/Dallas
KRTS FM Radio/Houston
KSNN FM Radio/Dallas
KTRH AM 740 NewsRadio/Houston
KTXQ Radio/Dallas
Kwik Kopy Printing
KYNG Young Country Radio/Dallas
Lexus North America
Lotus Development Corporation
Lubrications Systems Company
M.G.S.I. Securities, Inc.
MCL Cafeterias, Inc.
Meetings & Conventions Magazine
Motorola
Nedlloyd Lines

Oklahoma Gas & Electric Company
Olsten Staffing Services
Pacific Bell
Peoples Bank
Redi Packaging, Inc.
Sabine Pipeline Company
San Antonio Business Journal
Schlumberger
Simulation Sciences
Skyline Displays
Southwest Airlines Company
Stewart and Stevenson
Stewart Title
Super Star Rent-A-Car
Temporaries, Inc.
Tenneco
Time Warner Communications
United Group Association
United States Postal Service
University of Houston
Western Company
WFMS FM Radio/Indianapolis
WGCI FM/AM Radio/Chicago
WTMX FM Radio/Chicago
WVEE/V103 FM Radio/Atlanta

Associations Who Are Clients

Albuquerque Conven. & Visitors Bureau
American Advertising Federation
American Institute of Banking
Greater Houston Chamber of Commerce
Houston Assoc. of Personnel Consultants
Nat'l Assoc. of Women Business Owners
National Network of Women in Sales
Pasadena Chamber of Commerce
TempNet
Texas Association of Architects
Texas Association of Broadcasters
Texas Association of Temporary Services
Texas Hotel/Motel Association
Texas Society of Sales Professionals

YOUR GUARANTEE

Your guarantee is *unconditional*. If we fail to meet your expectations, we will immediately refund your investment in full. No hidden conditions. No fine print. That's it!

OUR INSTRUCTORS

All our instructors are currently in sales and possess a minimum of ten years of sales and presentation experience. Each instructor completes an extensive training program before being certified to conduct any of our training. This approach of experience and certification is unique to Rick · Alan & Associates and lends a strong element of credibility in the classroom.

TIMING

Whether the training is conducted over a period of one month or two days is determined by your requirements and objectives. After analyzing your specific situation, we recommend the number of hours required to accomplish your objectives. You determine *how* the hours will be allocated. Unlike other training programs, we do not have a standard, "off-the-shelf" program. Consequently, we are able to fit within your parameters, rather than force you to adjust to ours.

TRAINING OBJECTIVES

Our training is "how-to", *technique* oriented versus "*motivation*" oriented. Although motivation exists within our programs, it is always a by-product rather than the main focus. Our goal is to motivate the class member to *apply* the techniques introduced in the class. Once the participant experiences success with the techniques, the employee then tends to motivate him/herself to continue using the ideas after the program has concluded.

TRAINING METHOD

Every program is conducted so as to achieve a high degree of interaction with each participant. Our programs are not conducted by "lecture". Our instructors conduct the training through the use of questions rather than statements. This teaching method holds the attention of the participants, allows the time to pass very quickly, plus actively involves each person in the program. Group discussions, practical application, video recording, audio recording and "role-play" are additional methods that may be used throughout our training.

INVESTMENT

Our training is priced per *program*, which tends to offer you a definite pricing advantage. Most other training is priced per person, which might be good if you have just two or three people, whereas we have other options available for smaller groups to fit within your budget.

A variety of factors determine the investment. After learning about your specific situation, we will gladly provide a detailed proposal outlining your exact investment and how you can benefit.