

Powerful, Persuasive Presentations

with Patricia Fripp

Online Presentation Skills and Sales Presentation Training Course Outline

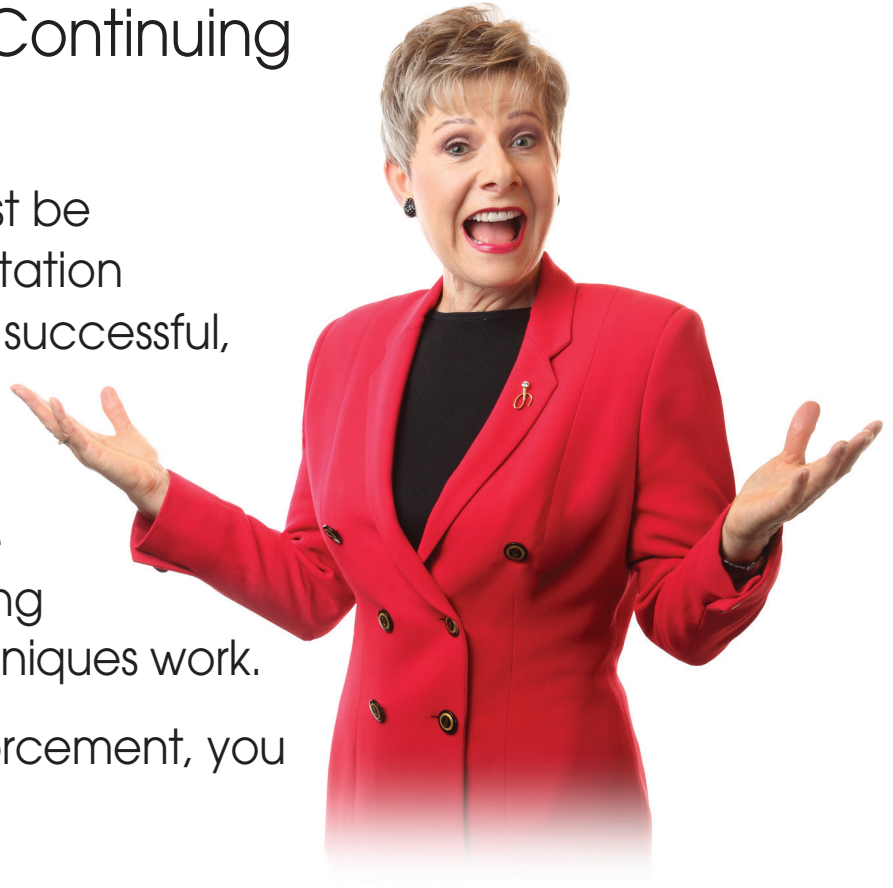
Become a Great Presenter Easily, Conveniently, Quickly, and Earn Continuing Education Credits

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 VTCE



A Welcome Message about the Patricia Fripp Powerful, Persuasive Presentations

Advance in Your Career by Becoming a Better Business Presenter.

FrippVT's Continuing Education program offers you an easy, convenient, and quick way to accomplish that while you maintain your professional accreditation.

You can benefit from FrippVT Continuing Education in two ways: Invest in one course for one month, or enjoy ongoing access for a year.

See pricing for one course for one month on pages 3-5. Ongoing access to all 12 courses and FrippVT user meetings is \$297 for the first month and then \$29 a month for as long as you subscribe.

Receiving continuing education credits while you take the courses to become an effective business presenter will be fun, engaging, and more interactive than what you have experienced before.

We promise you that FrippVT continuing education courses will help you improve as a professional, excel in your career advancement, and expand your business while maintaining professional accreditation.

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.

As you make your way through the various courses and chapters, you will find ideas, techniques, and specific examples designed to help you.

Remember, you can benefit from FrippVT Continuing Education in two ways: Invest in one course for one month, or enjoy ongoing access for a year.

As you complete each course, simply submit the course certificate to our XTRAcredits partner to obtain your credit certificate.

(780) 628-6443 • support@XTRAcredits.com



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 1 Getting Started Developing Your Public Speaking Skills (30 minutes) \$25

- Chapter 1 Getting Started
- Chapter 2 What You Need to Know: The Basics
- Chapter 3 What Is the Magic? Speak from the Point of View of the Audience
- Chapter 4 The Creative Process: Where Do You Start?

COURSE 2 Finding Your Content: Discover the Treasure Trove in Your Life (1 hour)..... \$30

- Chapter 1 Once Upon a Time Technique
- Chapter 2 Look to Your Family Examples
- Chapter 3 You Get Paid for What You Know - Study Your Career
- Chapter 4 Attribute Meaning Where There Usually Isn't Any
- Chapter 5 Listen to Your Friends
- Chapter 6 Customized Stories for Your Clients

COURSE 3 Speech Structure: The Skeleton Under the Flesh of Your Words (1 hour) \$35

- Chapter 1 A Quick Review
- Chapter 2 Clarifying Your Central Theme or Premise
- Chapter 3 Understanding the Fripp Speech Model
- Chapter 4 The Body of the Speech
- Chapter 5 Options of Openings
- Chapter 6 Review, Q&A, and Challenge
- Chapter 7 Closing on a High: Your Last Words Linger

COURSE 4 Connecting to Your Audience (45 minutes)..... \$25

- Chapter 1 It's All About the Audience
- Chapter 2 Build Emotional Connection Three Ways
- Chapter 3 Engage Your Audience Before You Open Your Presentation
- Chapter 4 Engage the Audience by Your Preparation

COURSE 5 The Importance of a Good Story (2 hours) \$40

- Chapter 1 The Importance of a Good Story
- Chapter 2 The Not So Basic Basics
- Chapter 3 Enjoyed Any Good Conversations Recently?
- Chapter 4 Compelling Storytelling Can Be Learned
- Chapter 5 The Phrase That Pays
- Chapter 6 Tell the Story of the War Through the Eyes of One Soldier
- Chapter 7 Nobody Can Resist a Good Story Well Told

COURSE 6 You Have Choices: Options of Openings - The Techniques (1 hour 30 minutes) ... \$50

- Chapter 1 The First Thirty Seconds
- Chapter 2 Find the Connection to Your Audience
- Chapter 3 Setting the Scene - Hollywood Style
- Chapter 4 Get to the Point Fast
- Chapter 5 The Power of Questions
- Chapter 6 To Quote or Not to Quote, That is the Question
- Chapter 7 Start in the Middle of a Conversation
- Chapter 8 An Interesting Statistic
- Chapter 9 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 7 Specificity Builds Credibility (30 minutes)..... \$15

- Chapter 1 The Quality of Being Specific

COURSE 8 17 Techniques to Customize Your Speech (1 hour 20 minutes) \$45

- Chapter 1 Want to Double Your Fee?
- Chapter 2 Three Suggestions for Questions
- Chapter 3 Why Not Become an Industry Expert?
- Chapter 4 Make the Executives and Sponsors Happy
- Chapter 5 We Can Be Heroes for More Than One Day
- Chapter 6 The Customer Knows Best
- Chapter 7 A Nice Problem to Have: How Do I Top That?
- Chapter 8 Who Sends You an Invoice?
- Chapter 9 You Know Your Subject; Now Prove Your Flexibility
- Chapter 10 Is Luck Ever a Strategy?

COURSE 9 Leadership Presentations: How to Inspire Action and Commitment (1 hour)..... \$45

- Chapter 1 The Stakes Are High
- Chapter 2 Is That Great Speaker Really You?
- Chapter 3 Warm Up Before You Hit the Stage
- Chapter 4 Do You Really Have Plenty of Time to Build Rapport?
- Chapter 5 An Audience Will Forgive You Anything Except Being Boring
- Chapter 6 The Person Behind the Position
- Chapter 7 Appeal to Their Rational Self-Interest
- Chapter 8 A Speech Is Not a Conversation; However, It Needs to Sound Conversational
- Chapter 9 Visual Aids Are 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)..... \$165

- Chapter 1 If You Sound the Same as Everyone Else, You Have No Advantage
- Chapter 2 What Do Poor Sales Presentations Really Cost?
- Chapter 3 Nobody Cares About You, Only How to Solve Their Problems
- Chapter 4 The Skeleton Under the Flesh of Your Words
- Chapter 5 Connecting to Your Audience Two Ways
- Chapter 6 Nobody Can Resist a Good Story Well Told
- Chapter 7 It Is Not Your Client's Job to Remember You
- Chapter 8 Help! I Am Lost Without My PowerPoint
- Chapter 9 Taking Your Message to the Next Level
- Chapter 10 It Is Not Only What You Say, It Is How You Say It

COURSE 11 How to Deliver a Dynamic Webinar (45 minutes)..... \$30

- Chapter 1 Webinars Are an Important Part of Business Communications
- Chapter 2 What Is Your Audience Going to See When They Tune In?
- Chapter 3 What Is Your Grabber Comment?
- Chapter 4 Now Is the Time to Introduce You
- Chapter 5 Let's Get Them and Keep Them Involved
- Chapter 6 Two More Important Tips That May Save Your Sanity

COURSE 12 Reporting to Senior Management Without Being Terrified (30 minutes) \$25

- Chapter 1 The Stakes Are Higher - Get Ready!
- Chapter 2 Eight Fripp Rules for Senior Management Presentations
- Chapter 3 Fripp's Four Don'ts and Three Where-to-Starts
- Chapter 4 Take It Home, Baby! The Principles in Action

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Review frequently. The key to success is to incorporate the skills into your daily communications. Remember, outside of the privacy of your own home, all speaking is public speaking!