

Selling Your Technological Solution



Gaining Acceptance for New Ideas

How many times, after giving a technological presentation, have you felt frustrated by the resistance you encountered to new ideas. You may have even thought, "They just don't get it." And how many times have you presented the solution to a problem, or an understanding of opportunities, but lacked the ability to communicate your conviction and influence your audience to follow through?

Innovative action is a decision made by people, and people act and react differently in accordance with their needs. When a presenter can identify and respond to those needs, the audience is more receptive to suggestions, recommendations, and proposals.

This program focuses on helping technical personnel develop the interpersonal communication skills and ability to make effective presentations that reach your audience, no matter their level of technological understanding.

As technology takes an increasingly prominent position in all branches of industry, companies need to encourage their people to:

- Position themselves as problem solvers to help others overcome their natural resistance to new ideas.
- Transform new ideas into a workable reality.
- Share ideas with others.

Workshop Features & Benefits

- Stimulates understanding and acceptance of new technologies.
- Enables participants to generate and sell technical solutions.
- Gives technical people the skills to communicate effectively with non-technical decision-makers and end-users.
- Enables participants to use their new skills to prepare for a real-life business presentation.

Objectives—In this two-and-a-half day course, you will:

- Establish the importance of communication in presenting your technological ideas/solutions to others.
- Examine how people communicate and miscommunicate with each other.
- Develop a systematic method for recognizing the needs of others according to their behavior.
- Learn to see yourself as others perceive you.
- Develop a method of adapting your behavior to reach others at all levels of technological understanding.
- Acquire skills that promote effective technological presentations.
- Apply learned ideas to a real-life work situation.
- Apply the *Gameplan*™ expert system to create a strategy for resolving a real-life communications gap.

Who Should Attend?

Technical personnel and managers who strive to acquire a competitive edge in today's marketplace.

ABOUT THE AUTHOR



Jon Gornstein
Founder and President of *Persona* GLOBAL®

Jon Gornstein has devoted his 30-year career to helping major multi-national corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 48 countries to companies such as IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



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ABOUT *Persona* GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. *Persona* GLOBAL®, Inc.'s metrics and methodologies are currently available in 62 countries; its programs have been translated in up to 48 languages. More than 1,100 certified *Persona* GLOBAL® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from *Persona* GLOBAL®

Programs include:

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| • BMW | • Applied Materials | • British Airways |
| • Mitsubishi | • Dell Computer | • Japan Airlines |
| • Disney | • IBM | • Credit Suisse |
| • Coca-Cola | • Alcatel | • American Express |
| • Hitachi | • Motorola | • SONY Music Entertainment |