

BUSINESS & PROFESSIONAL PRESENTATIONS

by *Pat Durham*
Image Coach
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*Powerful presentations
that educate, inform
and provide the
information needed
to present a confident,
professional image.*



COMMUNICATION MINI SEMINAR

Talk is Cheap – or is it?

- ▶ Three Parts of a Message
- ▶ The Power of Cause and Effect
- ▶ The Communication Loop
- ▶ Why do we talk?
- ▶ Conflict and Miscommunication
- ▶ Adjusting Our Attitudes
- ▶ Love to Listen
- ▶ The Power of Exchange

SALES SEMINARS

Recession, Sales and You

- ▶ What does your professional team:
 - Look Like
 - Sound Like
 - Behave Like
- ▶ Cold Calls Versus Referrals
- ▶ Cold Call Pressure Reduction
- ▶ How to approach and work Selling according to:
 - Personality Types
 - Gender
 - Age

Your Professional Signature

- ▶ Looking your professional best and recognizing visual distractions
 - Vocal (sound/tone)
 - Content
- ▶ Anything that is non-verbal is body language or “soft skills”
- ▶ What does all of the above communicate to your audience?
- ▶ Exploring visual pitfalls
- ▶ Getting back to basics

*Appearance + Communication Skills + Social Skills =
Executive Presence*

Celebrating Our Diversity

Understanding yourself and others – Personality Profile
Why People do the Things They do

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