

Providing Continuing Education

Mastering Presentations





Nice to meet you, I'm Alison

- 1000 courses provided
- Antolini Italy, Cosentino, Triton, Ralph Lauren & More
- Certified Instructor
www.naturalstoneinstitute.org

Learning Objectives

Continuing Education
Set up
Presentation
Follow up



Continuing Education

Continuing Education



Manufacturer
Distributor
Industry Organization
Trade Affiliation

Continuing Education



Accredited
vs.
Product Knowledge

Set Up

Continuing Education

Set up

In-Person
Online
Offices
Trade Shows
Industry Group Events

Continuing Education

Set up

Admin
Office Manager
Librarian
Caterer
Printer
Gift Merchant

Continuing Education

Set up

Appointment

1-6 Month Timeline

Breakfast, Lunch, Happy Hour?

2 hours minimum

Continuing Education

Set up

Budget
Schedule
Order Gifts
Set Follow Up

Continuing Education

Set up – Follow up

Finalize Head Count

Book Catering

Order Gifts

Prepare Print Materials

Gather Samples

Presentation



Presentation

Checklist

Check Supplies
Print Copies
Catering Emails
Share Drive Documents
Sign-In Sheets
Gifts
Dress to Impress



Presentation

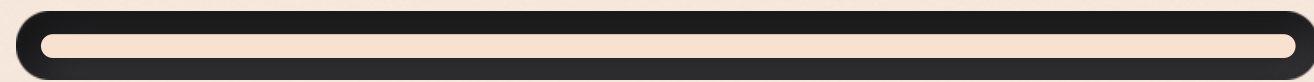
Arrival Times
Networking
Waiting Areas
Set Up
Remain Calm

Presentation



- Pitch & Perform
- Eye Contact
- Ask Questions
- Be Lively
- Gather Sign In Data
- Follow up

Follow
up



Presentation

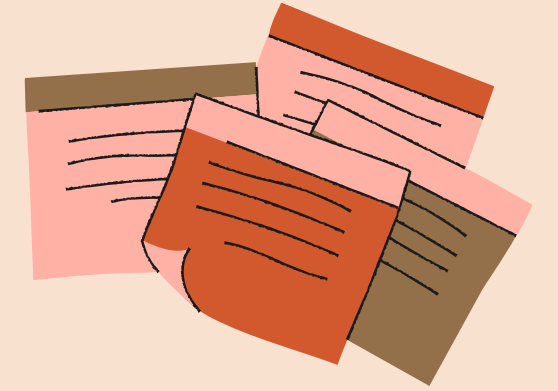


CERTIFICATE

Certificates
Q&A
Samples
Appointments

QUIZ!

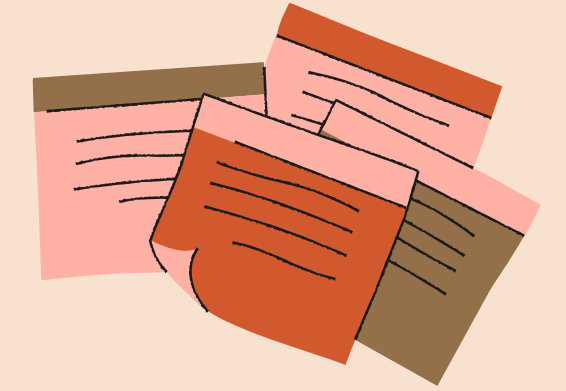
Quiz Time!



Question 1

If a presentation includes branding, is it continuing education?

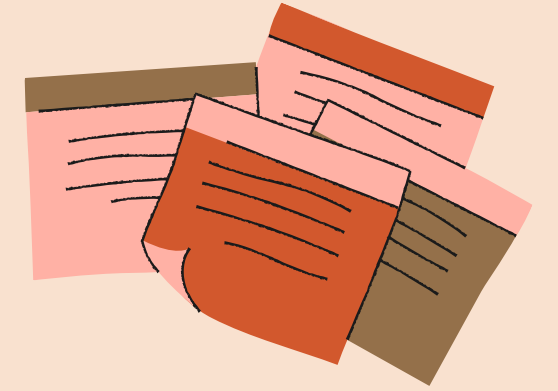
Quiz Time!



ANSWER

Yes, however typically, branded presentations don't qualify for accreditations.

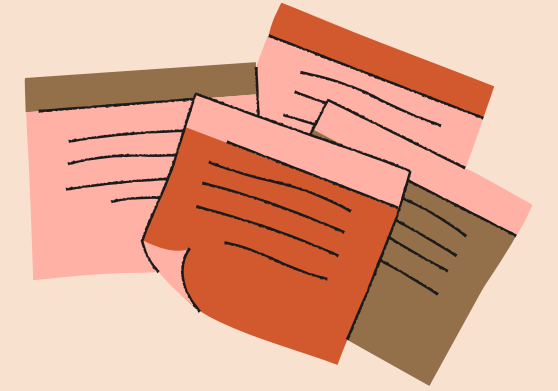
Quiz Time!



Question 2

What if the firm i want to see is
booking a year out for lunch &
learns?

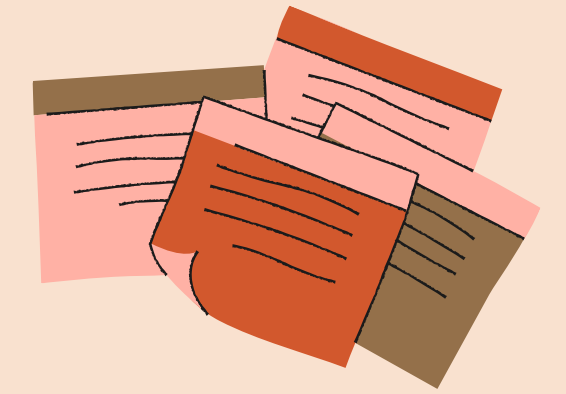
Quiz Time!



ANSWER

Try for a breakfast or happy hour presentation instead.

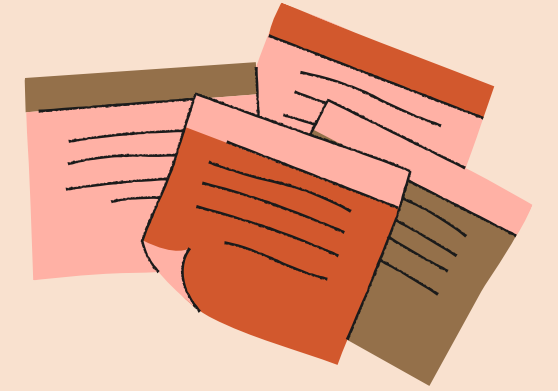
Quiz Time!



Question 3

How far in advance should I arrive for a presentation?


Quiz Time!



ANSWER

Minimum 30-45 minutes, use the extra time for networking or to keep calm.

Summary



- Continuing Education
- Set up
- Presentation
- Follow up

Thank You



Rep Methods



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