



**Tell your story.  
Capture attention.  
Get results.**

# CONNECT PERSUADE

## **We Teach Speakers to be Communicators**

At ITM Speakers, we are in the persuasion business. Our goal is to enable your executives, sales staff, and Subject Matter Experts (SMEs) to be more inspiring, compelling and convincing. Any time your people are in front of a room, or in a 1-on-1 conversation, they need the tools to change minds. We do that.

We work with executives, industry experts, sales staff, and all types of subject matter experts like product managers or client success professionals. We help them understand how they are being perceived and when their messages are truly getting through to their audiences.

## **Coaching for Executives**

Executives and entrepreneurs are often experts at managing their business, leading people and creating products and services, but just as often struggle with effectively communicating their vision. ITM Speakers works with established and emerging leaders to help them better persuade and communicate. Focused 1-on-1 coaching sessions focus on either skills improvement or preparation for a specific message or event.

### **Topics include:**

- Core speaker approach and characterization
- Messaging review
- Event logistics and flow
- Panel speaking
- Keynote topics
- Group moderation
- Body language and vocal coaching including intent, pace, volume and movement
- Storytelling skills
- Adding intrigue to speaking sessions
- Messaging structure



## Coaching for Sales Pros

93% of your sales message doesn't come from your slides. Even with the best message, slides and product knowledge, many sales pros are missing the one thing that separates a win from a loss; being compelling in front of a room, on a web call or over the phone. ITM Speakers has a custom class that is targeted towards helping quota carriers make their number. Focused in three areas; virtual, small meetings and large presentations, your sales staff will learn the skills to use storytelling, dynamic presentation structure and the science of bio-mechanics to keep their audience's attention from the beginning to the end of their sessions.

### Topics include:

- How to open a talk to create connection
- "Table Magic" - small meeting techniques that drive interest and impact
- Whiteboard skills to create credibility
- Storytelling to create a dramatic arc
- Top techniques to maintain attention
- 6 persuasion techniques
- Using voice skills and body language to maximize impact

### Other Services

- Quarterly Speaker Workout Subscriptions
- Virtual Coaching
- Media Training
- Messaging and Communications
- Meeting Facilitation
- Keynote Speaking/Event MC

*"The coach gave me a new way to look at presenting. I'm more confident and know my talks are engaging the audience"*

## Coaching for SMEs

Just because someone is an expert on a product, doesn't mean they can talk about it effectively. Subject Matter Experts (SMEs) come in all types and flavors. They are Product Owners, Project Managers, Client Success Managers, Data Scientists, and a host of other titles. The similarity is that these people often suffer from knowing too much and are challenged with how to communicate on their topic. For example, a Product Owner is brought into a sales call and speaks over the audience's head because they are focused on what their product **is**, and not on what it **does** for the user, or what it could ultimately **mean** to the client.

### Topics Include:

- Creating a message structure to drive concise and targeted talks
- Identifying and improving body language
- Interactive activities to find gestures and movements that are commanding and impactful
- Fixing vocal tics and habits such as vocal fillers
- Understanding presentation options used in virtual and physical talks
- Teaching the power of white-boarding
- Providing techniques for connecting and keeping an audience's attention
- Building good rehearsal and practice habits