



Positioning, Selling & Presenting Project Management

TC1072

Duration: 2 Days

Overview

An increasing number of Project Management Professionals operate outside boundaries defined by the traditional project management role. Successful project managers must grasp enterprise-wide business issues, consult effectively with customers or staff and be able to effectively sell, position and present the value of project management.

PM-Partners group education services can customise a specialised workshop in acknowledgement of these professional requirements to meet the needs of today's competitive environment.

Workshop Objective

This workshop has been designed to assist in the process of positioning and selling the value of project management as an essential discipline for ensuring the accomplishment of organisational objectives, through a thorough understanding of project management and how to present its benefits.

Target Audience

This workshop is designed for:

- » Sales executives required to sell the value of project management services, handle common objections and deliver successful presentations.
- » Project Managers who are required to report to key Stakeholders regarding the value of project management and substantiate the deployment of resources for planning and maintaining project control.

Learning, Outcomes & Facilitation

Successful completion of this workshop will enable participants to:

- » Sell the benefits and value of project management
- » Deal confidently with common objections
- » Position project management both internally and externally
- » Conduct the necessary research and planning required for effective presentation delivery
- » Write powerful, relevant presentations with appropriate delivery modes/aids

Facilitators of this workshop will use a case study delivery approach to provide participants with a 'hands-on', multi-faceted and challenging learning experience.

Delivery **Advisory** **Capability**

Established 18 years, 190 people, manage over \$1.7B of client projects, train and certify more than 6500 project professionals each year.



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Facilitation

All workshops may be conducted onsite or at our premises, with experienced facilitators providing group and/or individual instruction. Training is provided through hands-on learning and relevant exercises.

Our participants are also entitled to complimentary telephone consultation/advice within 60 days of workshop completion.

Assessment/Assignments

Assessment of competence is established by observation of contribution and participation during case study exercises and group discussion.

Follow-up assignments are not part of this workshop offering, but may be designed and conducted upon request.

Professional Development Units

PM-Partners group is a Global PMI (Project Management Institute) Registered Education Provider. Participants who have been awarded the Project Management Professional Certification (PMP®) by the Project Management Institute are eligible to earn **14 PDUs** for their participation in this course.



Prerequisites

There are no prerequisites for participants attending this programme

Options and Customisation

This workshop can be customised to suit your organisation and the types of project management services engaged in or sold commercially.

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Workshop Summary

Day 1: Positioning & Selling Project management

- » Customer Relationships
- » Evolution of Project Based Services
- » Project Success or Failure
- » Why is Project Management Important?
- » What Does the Project Manager do?
- » The Project Lifecycle, Roles & Activities
- » How does Project Management Add Value
- » What are the Benefits of Project Management?
- » Dealing with Common Objections
- » Methods of Pricing Project Services

Day 2: Presentation Skills

- » The Need for Effective Presentations
- » Key Criteria for Successful Presentations
- » Presentation Steps
 - Broad Planning (Audience, venue, facilities etc...)
 - Topic Research, evidence collection and collation
 - Determining Presentation Aims and Structure
 - Preparing the Presentation
 - Determining Delivery Method/aids
 - Rehearsal
 - Delivery
 - Evaluation (self and participants)
- » Self Management during Presentation (nerves, gestures, body language etc...)
- » Managing the Audience (engagement, participation, maintaining interest, handling objections...)
- » Presentation Skills Practice

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