



Sell More Through Effective Technical Presentations, 2nd Edition

By Paul Gruhn

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Whether you're an engineer, a technical salesperson, or a marketing guru, giving presentations is a must to get support for your projects or proposals. This second edition of *Sell More Through Effective Technical Presentations* provides helpful tips and real-life examples on how to give effective technical presentations from a sales perspective. The ability to present well plays a major role in your success. This updated, easy-to-read guide provides new information on presentation materials, styles, and the use of technology, which will help you become a more competent speaker and let you face a crowd with confidence. The author includes his own humorous cartoons at the start of each chapter to help illustrate what you should or shouldn't do when giving a presentation.

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