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**Course Name**

# Product Presentation & Storytelling with PowerPoint

**Sector Name**

Interpersonal Skills and Self Development

**Document Type**

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**Product Presentation & Storytelling with PowerPoint**

# Course Introduction

Product Presentation & Storytelling with PowerPoint is designed to help professionals create compelling product presentations that communicate value, engage audiences, and support business objectives. The course combines presentation design principles, business storytelling techniques, and practical PowerPoint skills to transform product information into clear, persuasive, and visually engaging presentations.

Participants will learn how to identify the key messages that matter to their audience and structure product presentations around customer needs, product benefits, differentiating features, and value propositions. The course explores how storytelling can make technical information easier to understand, build emotional connections, and help audiences recognize how a product addresses specific challenges.

The program also focuses on using Microsoft PowerPoint effectively to create professional slides, organize information, select appropriate layouts, and present data through charts, diagrams, and visual elements. Participants will learn how to reduce unnecessary text, maintain visual consistency, and use images and graphics to reinforce key messages rather than distract from them.

Through practical exercises and real-world scenarios, participants will develop product presentation narratives for different audiences, including customers, internal teams, business partners, and

decision-makers. They will also explore techniques for presenting product benefits, explaining complex features, responding to audience questions, and delivering presentations with confidence.

By the end of the course, participants will be better equipped to create structured, audience-focused product presentations that combine effective storytelling with professional visual design. These skills can support product launches, sales meetings, client presentations, internal briefings, and product demonstrations.

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## Product Presentation & Storytelling with PowerPoint

# Target Audience

This course is suitable for professionals who create or deliver product presentations, including:

✓ Product Managers and Product Specialists
✓ Sales Representatives and Sales Managers
✓ Marketing Professionals and Brand Managers
✓ Business Development Professionals
✓ Account Managers and Client Relationship Professionals
✓ Product Marketing Specialists
✓ Customer Success Professionals
✓ Business Analysts and Technical Specialists
✓ Corporate Trainers and Presentation Facilitators
✓ Entrepreneurs and Business Owners
✓ Project Managers presenting products or solutions
✓ Professionals seeking to improve PowerPoint and storytelling skills

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## Learning Objectives

By the end of this training program, participants will be able to:

- ✓ Explain the principles of effective product presentation and business storytelling.
- ✓ Identify audience needs and tailor product messages accordingly.
- ✓ Develop clear product value propositions and key messaging.
- ✓ Structure presentations around customer challenges, product solutions, and benefits.
- ✓ Apply storytelling techniques to communicate product value effectively.
- ✓ Use Microsoft PowerPoint features to create professional presentations.
- ✓ Design slides with clear layouts, readable typography, and visual consistency.
- ✓ Present product information using charts, diagrams, images, and graphics.
- ✓ Simplify complex product features and technical information.
- ✓ Highlight product differentiation and competitive advantages.
- ✓ Develop persuasive presentations for sales, marketing, and business meetings.
- ✓ Improve presentation flow, transitions, and audience engagement.
- ✓ Deliver product presentations with greater confidence and clarity.

✓ Evaluate and refine presentations using feedback and practical review techniques

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# Product Presentation & Storytelling with PowerPoint

## Confirmed Sessions

| FROM | TO | DURATION | FEES | LOCATION |
|---|---|---|---|---|
| Nov. 22, 2026 | Nov. 26, 2026 | 5 days | 2150.00 $ | Virtual , Online |
| Dec. 6, 2026 | Dec. 10, 2026 | 5 days | 2150.00 $ | Virtual , Online |

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