



*Dedicated to Improving Your Bottom Line*  
**LEE JAMES & ASSOCIATES**

*Presents*

# **WINNING INTERVIEWS & PRESENTATIONS**

*Approach:*

- ▼ Recommended 2-day program
- ▼ Learn by doing – exercise and mock sessions
- ▼ Will customize and personalize sessions to fit specifically with your needs

*Who should attend:*

- ▼ Anyone who wants to improve their interviewing & presentation skills

## BENEFITS

This program arms your people with the needed skills and takes the fear out of the interview and presentation process. Through implementing a planning process that prepares employees for the interview, learning how to establish and maintain rapport with the client and utilizing closing techniques, much of the mystery and fear are taken out of the process. By applying the tactics and techniques discussed in this program, a greater comfort level will exist. This will enable your professionals to concentrate on sharing the specifics of the company and differentiating themselves from the competition.

The second day of this program provides opportunities to implement the skills taught and do it under less stress than having to perform in front of a client. The mock interviews are based on real-life interviews and presentations. Every situation is different but the more practice and experience, the more comfortable the process is. And with this experience, more success and wins will result.

### Sessions cover such topics as:

- ▼ Become more comfortable with the interviewing and presentation process.
- ▼ Understanding what clients want from an interview and how to meet those needs.
- ▼ Identifying ways to accept and manage nervous energy.
- ▼ Developing strategies and approaches that will result in winning more projects.
- ▼ Preparing in a manner that insures success and dynamic presentations.
- ▼ Establishing and maintaining rapport throughout the interview.
- ▼ Concluding and closing that maximizes your presentation.
- ▼ Implementing skills learned through exercises and mock interviews.

## OUTLINE

Sessions are developed to meet the needs of the employees, clients and profitability.

**Principles for Positive Outcomes** – Communication and law of attitudes, building a winning perspective, positive and negative aspects of nervous energy.

**Developing Strategies and Approaches** – Organization, using visual aids, checklists, exercises.

**Planning and Preparing** – Research of company and people, personalities and styles, selection criteria of client, differentiating your services, understanding the competition, exercises.

**Establishing and Maintaining Rapport** – Reading body language, mirroring and positioning, managing process and questions.

**Closing Techniques** – Using approaches that confirm agreement, the precision model, communications magic, exercises.

**Mock Interviewing Situations** – Examples include new client, established client with new type work, client reluctant to provide sole source work, becoming sole service provider for client, master services agreement, indefinite order delivery contracts and/or personalized scenarios.

## PARTICIPANTS COMMENTS

The course material and leader consistently receive excellent ratings. Representative comments received from participants are:

*"It's a winner! All who attended will walk away with something positive."*

*"A much needed seminar. This seminar adds a quality to our engineering profession necessary for the success of our intellect and careers as individuals and necessary to the success of our company."*

*"Very helpful! Stressed importance of being prepared. Stretching the individuals made many aware they are very capable of this – even though they did not feel comfortable."*

*"Excellent program."*

*"Very well organized. I will take away some key points with me."*

*"Very beneficial – I learned a lot!"*

*"Excellent. We need to practice/practice/practice."*

*"Very helpful and applicable. Great discussions."*

*"Excellent! I wish I had this training years ago. This training will be invaluable throughout the rest of my career."*

*"Very knowledgeable and has much to offer. A beneficial speaker."*

*"Lee is always a dynamic, informative and fun presenter!"*

*"Lee has a passionate presence and an understanding of our business that he communicates well. I really appreciate his services!"*

## INSTRUCTOR

Lee James is a CPA and CMC who has worked with engineers for the last 15+ years. Training and teaching have been a part of Lee's career for the past 25+ years. Lee develops and teaches training courses throughout the U.S. He is an enthusiastic and energetic trainer who keeps your attention. Numerous case studies and exercises are used to embed the principles taught.

In his years of working with national and international engineering and public accounting firms, Lee obtained formal training in interviewing and presentations and led and/or participated in these activities to many Fortune 500 and smaller companies. As a Consultant and Financial Officer, he has experienced numerous interviews and presentations with subcontractors, teaming partners, public accounting firms, leasing companies, real estate firms and others. This diverse background provides a wealth of experience as both the provider and receiver of services.

Lee is actively involved with the ASFE, the Institute of Management Consultants, the American Institute of CPAs and the Colorado Society of CPAs. He is former Chairman of the Business and Professional Practices Committee for the ASFE, past Treasurer of the Institute for Professional Practice and serves on the Board of Directors for various engineering-consulting firms.

### On-site training and flexibility

The program is designed to be flexible with regard to format, timeframe and location. The curriculum is developed so that organizations wanting shorter sessions, dealing with specific problems, are accommodated. While we encourage the complete two-day program, other formats are available. As an added benefit, we can customize it to meet your company's specific needs as well as policies and procedures.

Due to the interactive nature of the session, class sizes of less than 40 people are recommended.

A Participant Manual, handouts and reference materials are provided for use throughout the sessions and after completion.

---

For more information or to schedule, please visit our website or call:

**Lee James & Associates**

[www.leejames.com](http://www.leejames.com)

1-877-738-9140 Fax: 303-738-1009