

# MARSHA PETRIE SUE

Professional Speaker

Executive Coach

Best Selling Author

## Platform Power

How to electrify every audience, every time!

You are expected to have impeccable presentation skills that build client service, transfer information, and ignite the bottom line. Does your content compel people to take action on your message? Can you speak extemporaneously with ease? Do clients look forward to meeting with you? The tools needed to succeed selling high end products are learned skills and must be continually polished to stay on the cutting edge.

This workshop can incorporate the opportunity to present and receive immediate feedback — providing the tools to speak like a polished, confident professional.

### Key Focus

- Build confidence in sales focused positions
- Reinforce the unique sales approach needed for luxury goods
- Enhance both verbal and non-verbal presentation skills

In addition, attendees will be able to:

- Speed-read the audience and instantly flex individual presentation style to the group,
- Defuse any heckler and manage the room
- Create compelling content quickly
- Eliminate internal mental terrorism and improve self-confidence instantly
- Optimistically approach any sales call

### Benefits

- Develop strong vocal and visual presence
- Understand the reason that you never end with Q&A
- Look and feel in control, even when the audience pushes you off track
- Use a process to cut presentation planning by half
- Tailor every presentation without any preparation

### What will be covered?

- The use of humor even if you are not funny and why it's important
- Control your environment especially in a room that is out of control
- Techniques to handle difficult people like the expert know-it-all or steamroller
- Simple ways to make any presentation magical
- Learn why you should never open with a joke
- Why writing your own introduction is imperative
- Using all forms of visual aids effectively v Strategic modeling for content design and flow

**Client list, biography, video, testimonials, and references available upon request**  
**For information, please contact [MarciaSnow@MarshaPetrieSue.com](mailto:MarciaSnow@MarshaPetrieSue.com)**



Marsha Petrie Sue, MBA was an Executive Vice President of Westinghouse Financial Service, American Directory. Her best-selling books include *The Reactor Factor*, *Toxic People*, and *The CEO of YOU*. As a former corporate executive, she applies her extensive leadership background in the speaking industry and as an executive coach. She has worked with the executive teams at Best Western International Hotels, Shell Oil Company, Quest Diagnostics, American Express, major hospitals, world class law firms and more.

*“Coaching with Marsha Petrie Sue changed my life. Prior to working with Marsha, I struggled with public speaking and delivering a succinct, authentic message. The guidance she provided was instrumental in my growth as a professional speaker for both in-person events and on camera presentations (videos, webinars, zoom, interviews and more!). Her expert coaching tips have ultimately led me to become a better leader and speaker. I truly appreciate the time she invested in me. She is an inspiration and a light to all those who know her.”*

**Kelly Zitlow**  
Cornerstone Lending Home Lending  
The Zitlow Group, Vice President