



self-expression center
your time to shine!

Presenting to Win the Project

Project Interview Coaching
with Sandra Zimmer of The Self-Expression Center

Project team leaders are often brilliant at their technical expertise but may lack the presentation and persuasion skills to win a project. If they are stiff and boring at the project interview, they may lose a project for which they are the best choice.

The success of your company depends on developing new business and the ability of your team leaders to present persuasively in project interviews. To win new projects, team leaders must not only be able to present their technical expertise, ideas and processes in a credible manner; they must also be emotionally engaging and compelling so that the client selection panel feels your project team is the clear winner.

The real purpose of project interviews

When you are short-listed, the client already deems your firm capable and competent. Your job in the project interview is not to tell them you can do the project, it is rather to connect with the clients. The client selection panel is looking for the team to trust. So, you must show them that they can trust your team to guide them safely through the project and relate to them on a human level.

Persuasion happens when people trust

During the project interview, the objective is to guide the client through a persuasive conversation. Persuasion happens when clients trust you and stop worrying about what you are going to get from them and become excited about what you will give them. To be persuasive, you must paint a picture of the potential dangers that might occur if the client does not hire you. Then you must show him or her how your team will make the process safe, affordable and successful. A winning project interview helps clients see the possibilities and allows them to feel the success that you will help them create.

What's different about Sandra Zimmer's project interview coaching?

Sandra Zimmer's project interview coaching is different from traditional presentation training. Traditional training focuses on the mechanics of public speaking – someone shows you how to do it right, you try to do it right and then they critique you for what you did wrong. This old-style presentation training often locks people up in mechanical speaking techniques, making them tense and less genuine. They become so focused on trying to do it right that they can't be real.

Natural, not mechanical

Sandra takes an unconventional approach. Instead of locking people up in the mechanics of speaking, she frees them up to be natural and genuine. Her process guides people to add the persuasive human touch to their technical presentation. Sandra focuses on helping your team leaders *be with* the client selection panel rather than just staging a performance for them. She coaches your team leaders on being who they are as people, rather than who they think they should be as presenters. They learn to connect on a human level so clients experience your team leaders as potential friends, as well as experts.

Achieving good chemistry, unified teams

By skillfully guiding your teams through an experiential project interview coaching and/or presentation training process, Sandra helps each person connect to his or her natural abilities to speak comfortably, passionately and persuasively. As a result of project interview coaching, team members establish chemistry and appear as a unified team before the client selection panel. The coaching allows each person on the team to feel valued and acknowledged. Consequently, communication is more open and all are empowered to share their expertise freely. The chemistry established among team leaders carries over to group communication when your team begins the project.

Project interview coaching guides your team to:

- Determine the desired outcome of the project interview
- Determine the look and feel of the presentation
- Identify the key messages that the client panel needs to hear
- Identify the persuasive stories that humanize, establish trust and confidence, and, ultimately, convince panels that you are the right team
- Practice each presenter's content in one-on-one coaching, as needed
- Fuse each presenter's content into a coherent persuasive project interview
- Identify and answer the hard questions which the client may ask
- Practice the interview presentation in progressive run-throughs for solid confidence

Speaker presentation training helps individual team members:

- Relax and be comfortable in front of others
- Demonstrate leadership presence that holds attention
- Make genuine connection with client selection panels
- Tell persuasive stories from their own experience
- Share their expertise with confidence

Flexible scheduling and coaching hours

Project interview coaching can be customized to meet your scheduling constraints. To discuss your upcoming project interview schedule and learn more about coaching and training services, please call Sandra Zimmer at 281-293-7070 or email sandra@self-expression.com.

(Place testimonials in call out boxes)

“After hearing the words, “You’re hired!” twice in one day, I knew I was doing something right. Without the coaching you provided, we would have presented a slide show with a structured agenda. Instead, our team let the conversation take a natural course.”

Lisa Charrin, President, Equipment Collaborative

“It is amazing to see how well the two companies are working together on the project now that we have won it. Your project interview coaching has really set the tone for a great collaboration.”

Kathleen Margolis, Chief Marketing Officer, FKP Architects

“Your coaching calmed everyone’s nerves and gave them the confidence to reach beyond what they thought they could do. In certain cases, you were nothing short of a miracle worker. You helped this team *shine!*”

***Maura Dunn, COO and Chief HSE Officer,
Infrastructure Americas, KBR***

"Your program was exceedingly well-received and presented high-content, high-value material that will be used and remembered by all the participants. I also feel that it was one of the very best programs in the entire summit. It made people think, work, feel uncomfortable, push their envelopes, test their limits and find their comfort zones in a way that no one else has ever done so effectively before."

Randle Pollock, Principal & Chief Marketing Officer, Walter P Moore

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