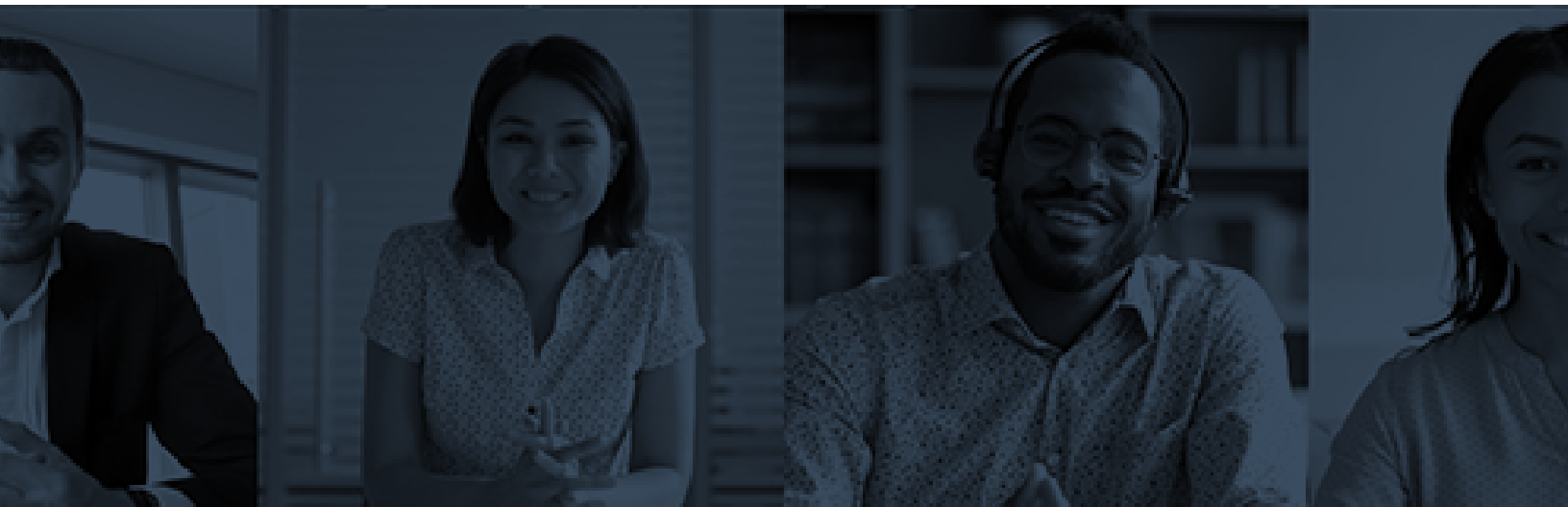




DIGITALPRESENCE
PROGRAM





ALEXANDRIA HOLLAND

Alexandria Holland

Founder & CEO
Digital Presence Program

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[Linkedin Alexandria's Profile](#)

[Linkedin Digital Presence Program Profile](#)

[Instagram](#)

[YouTube Digital Presence Program Channel](#)



ABOUT THE FOUNDER

“The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.”

Alexandria (Alex) Holland, MBA, is the Founder & CEO of Digital Presence Program. She has extensive experience in sales, marketing and communications gained in industry leading companies.

With over 15 years honing her skills as a presenter, sales leader and subject matter expert, Alex knows what works and what doesn't for effective communication.

Knowing this she empowers her clients, from the C-suite to the sales force, to speak with genuine ease using any digital platform.



COMMUTING REDEFINED

The amount of remote workers telecommuting has increased by 115% in the last ten years and continues to rise.

THE NEW NORMAL

The growth rate of video conferencing is going to be substantially affected by the COVID-19 pandemic with 2020 seeing an unprecedented amount of video conferencing usage than ever before.

CULTIVATING VIRTUAL RELATIONSHIPS

Though video conferencing can hold hundreds of people, in the professional arena, more than 73% of video conferencing meetings are smaller, involving just two to four people.



72%

OF PEOPLE IN BUSINESS USE VIDEO
CONFERENCING TO CONNECT WITH CLIENTS.

CREATING “HUMAN MOMENTS”

What is a meaningful connection?

It's an interaction in which we feel accepted, understood, and supported. A meaningful connection is a “human moment.” Harvard psychiatrist Edward Hallowell coined this term, saying that a human moment requires two ingredients: physical co-presence and focused attention. The first component required is not always possible given our increase in telecommuting, remote meetings, and current social distancing environment. Given our current landscape is it even possible to create virtual human moments?

The answer is yes, but it depends on **preparation** and **intentional** practices. I've studied sales web conferences, virtual townhalls, personal Zoom meetings. The sizes varied from 2 to 200. Some of these produced meaningful connections, some did not. The size of the gathering wasn't the determining factor, though it can be more challenging to create virtual human moments in a large group. The difference was the extent to which these meetings were intentionally designed, managed, and run to produce virtual human moments. This is the why behind the Digital Presence Program. I believe the only way to truly connect and create a genuine “human moment” online is to properly harness authentic communication, establish presence, and engage the right technologies.

METHODOLOGY

The Digital Presence Program methodology is based on personal presentation prowess in the corporate environment, as well as understanding that the best speakers are not only authentic but communicate authenticity with their message.

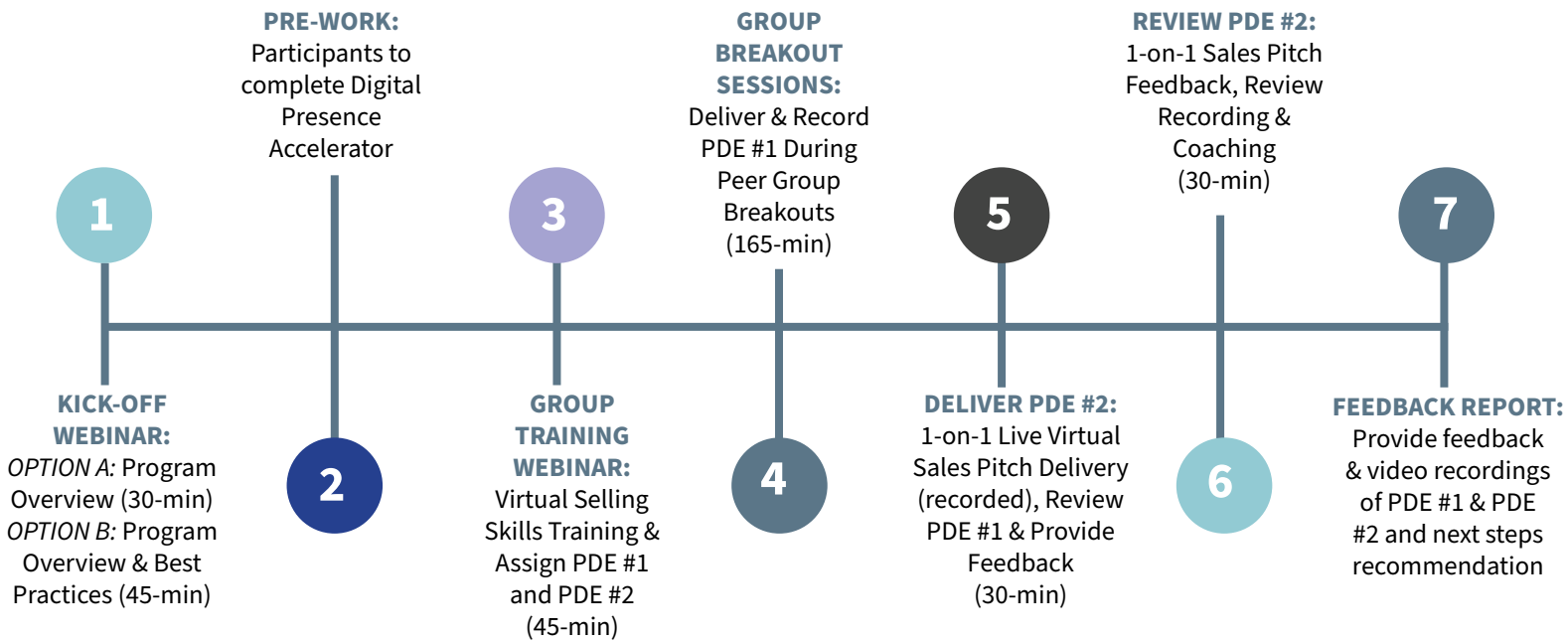
Alex provides a range of highly personalized, customizable services to companies like these to teach the techniques and best practices designed to deliver a rapid return on investment.





VIRTUAL SELLING PROFESSIONAL DEVELOPMENT PLAN

PROGRAM OVERVIEW



WHAT YOU WILL LEARN

Through training webinars, hands-on exercises, small group discussions, and one-on-one coaching, you will discover and practice the techniques of communicating effectively on any virtual platform - whatever the audience, setting, or message. Topics include:

- Learn the tools to **connect virtually** with the customer
- **Communicate virtually** with clarity, conviction and confidence
- To discover and sharpen your virtual presence -your E-charisma - and **master your non-verbal communication skills**
- How to represent your **best self on video** with a polished digital presence
- How to **sell, pitch and present effectively** on any virtual platform

1 A

1 | KICK-OFF WEBINAR (Option A)

Introduction & Program Overview

- 30-minute presentation introducing the Virtual Selling Training Program
- Discuss Professional Development Exercise (PDE) philosophy
- Provide an overview of the Digital Presence Accelerator (DPA)
- Review program expectations and timeline
- Assign DPA as pre-work; deadline to be determined
- Includes 2 to 3-minutes of Q&A



1 B

1 | KICK-OFF WEBINAR (Option B)

Introduction & Program Overview

- 45-minute presentation introducing the Virtual Selling
- Training Program and covering key on-camera presentation best practices
- Discuss Professional Development Exercise (PDE) philosophy
- Provide an overview of the Digital Presence Accelerator (DPA)
- Review program expectations and timeline
- Assign DPA as pre-work; deadline to be determined
- Includes 5 to 7-minutes of Q&A



2

2 | PRE-WORK

Complete the Digital Presence Accelerator (DPA)

- DPA is an online learning program structured to provide sales professionals a foundation in all aspects of being on-camera related to public speaking, presenting and connecting with customers
- The course will take 60-90 minutes to complete and each participant has the opportunity to send a practice video for feedback
- DPA (pre-work) deadline to be determined; 2-3 weeks is recommended



3

3 | TRAINING WEBINAR

Virtual Selling Skills Training

- 45-minute training on virtual selling skills with an emphasis on effective sales pitch strategy
- Introduce sales pitch presentation framework and assign PDE #2
- Introduce PDE #1 then transition to breakout sessions where participants will deliver their PDE #1 in a smaller group setting
- Training webinar and breakout sessions should take place the same day; date TBD
- Reference Addendum 1 for sample schedule



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4 | BREAKOUT SESSIONS

Deliver and Record PDE #1

- Professional Development Exercise (PDE) #1 is an exercise where each participant will be required to give a 1-min Self Introduction Presentation delivered live in front of their peers during group breakout sessions
- PDE #1 will be recorded and each participant will receive a copy of the recording along with feedback during their first one-on-one coaching session
- Peers will also have an opportunity to provide feedback
- Each group will consist of no more than 5 participants and each session will last 15-minutes with a 10-minute transition between groups for video file save and upload
- Reference Addendum 1 for sample schedule



5

5 | DELIVER PROFESSIONAL DEVELOPMENT EXERCISE #2

Live Sales Pitch Delivery

- This is a 30-minute one-on-one coaching session
- Participants will use sales pitch presentation framework discussed during sales meeting to create their personalized pitch deck
- Pitch will be delivered & recorded during this session
- During this session we will also review PDE #1 and the participant will receive feedback along with a copy for further self-evaluation
- Video copy of pitch and feedback will be provided during next coaching session



6

6 | REVIEW PROFESSIONAL DEVELOPMENT EXERCISE #2

Sales Pitch Review

- This is a 30-minute one-on-one coaching session
- During this session we will review PDE #2 delivery and the participant will receive feedback along with a copy for further self-evaluation
- Participant will also receive recommended next steps



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7 | FEEDBACK REPORT

Participant PDE Summary Report

Management will receive a report for each participant including:

- Video copy of PDE #1: 1-min Self Introduction Presentation
- Video copy of PDE #2: 20-min Sales Pitch/Presentation
- Feedback: strengths, weaknesses and areas of improvement discussed with employee during coaching sessions
- Suggested next steps

COST INCLUDED IN COMPONENTS 5 & 6



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ADDENDUM 1

Sample Schedule: Training Webinar & Breakout Sessions

- 09:00-09:45am PST - Virtual Selling Skills Training (all)
- 09:45-10:00am PST - Break
- 10:00-10:15am PST - Breakout Session, Group #1
- 10:30-10:45am PST - Breakout Session, Group #2
- 11:00-11:15am PST - Breakout Session, Group #3
- 11:30-11:45am PST - Breakout Session, Group #4
- 12:00-12:15pm PST - Breakout Session, Group #5
- 12:30-12:45pm PST - Breakout Session, Group #6

NOTE: Digital Presence Program will schedule this webinar and breakout sessions via Zoom; and will send meeting links to points of contact for distribution amongst participants. Leadership has the option to audit any of the breakout sessions.



TESTIMONIALS ABOUT OUR SERVICES



ALEX DOORDUYN

Siklu, VP & GM Americas
Los Angeles

“I never really gave it much thought about how I looked on camera. But having done the Accelerator Program by Digital Presence I learned so much and can see the huge difference it has made in the way I present on camera. I am more confident, appear more professional and know that this is making a tremendous improvement in my on camera presentations... and subsequently my ability to effectively reach my audience and at the end of the day help me become a more successful sales leader.

I recommend this course to anyone involved with on camera presenting or interviewing. It will increase your confidence and improve your professionalism on camera, giving you a virtual instantaneous return on your investment.”



CHRIS RUSSELL

Osborne Clarke, Solicitor
London, England

“The course was very informative and having each element broken down into bite-sized modules made it time-efficient and accessible. The tips on how to present yourself on camera were particularly helpful and I will definitely implement them in the future.’

NOEL SHAEFON

Noel Shaeфон Artistry LLC, Founder/Owner
Washington, D.C.

“That was a phenomenal training. I really enjoyed and learned a lot.”



JESSICA YAMRON

Manufacturer's Rep, Campion Sales
Austin, Texas

"The Digital Presence Accelerator Course offers clear and practical tips on how to be your best self on camera. Alex explains how to get your message heard and why these methods are important. The course is delivered in a warm and supportive way; watching this tutorial is like getting helpful advice from a close friend. Starting our video program was overwhelming, but Alex has made it achievable."



JYOTHSNA B.

Sr. Director of Special Initiatives
Boston, MA

"Everyone can use a little help looking confident and polished on camera. The Accelerator program was exactly what I needed. The program delivers great tips in a bite-sized format that I can go back to any time. Alex keeps you motivated throughout the course and I came away with a simple yet amazing set of tools that I can use right away on my next video meeting."

ANDREA ROSS

Ross Group, Management Consultant
Washington, D.C.

"I have never seen a program before with more benefits, features, resources, and truly valuable information. I can hardly believe how much value is included with Digital Presence Program. There is so much to learn... Thank you, Alex. You truly are a top notch communicator, coach and a powerhouse force of nature!"

Terms & Conditions

RETAINER

Client agrees to pay a one-time payment of a retainer fee of thirty-five hundred U.S. Dollars (\$3,500) to Consultant to ensure Consultant will be available to provide services to the Client as set forth above. This retainer is not refundable in whole or in part, regardless of whether services are performed by Consultant and will act as a credit towards total fee amount. Retainer is due within three (3) days of execution of Agreement via check, credit card or bank transfer.

PROFESSIONAL FEES

Any amount of any charge given by Consultant is only an estimate; actual fees may differ depending on number of participants and circumstances of delivery. Services outlined in Agreement are parts of a whole and are not available individually or to be charged separately.

Client agrees to pay Consultant for services as outlined in Agreement, based on the finalized number of participants. The remaining balance, less retainer, will be paid to Consultant three (3) days prior to the Kick-Off Webinar via check, credit card or bank transfer. In the event amount billed to Client is not paid in full (3) days prior to the Kick-Off Webinar, Consultant reserves the right to terminate the contract immediately and without refund.

DISCLAIMER

The Consultant makes no guarantees as the overall effect of activities contained in the scope. Nothing in the Agreement shall be construed as such a promise or guarantee. Client expressly understands that although Consultant shall use its best efforts to accomplish Client's goals and objectives, results rely heavily on participant initiative cannot be predicted.

TERMINATION OR CONCLUSION

Either party may terminate the Agreement upon provision of seven (7) days written notice to the other party. Upon termination or conclusion of Consultant's services, any unpaid charges for services rendered through the termination or conclusion date shall become immediately due and payable. Consultant and Client agree to sign any documents reasonably upon termination or conclusion of Consultants' services.

ATTORNEY FEES

If either party named herein brings an action to enforce the terms hereof declare rights hereunder, the prevailing party in any action, on trial or appeal, shall be entitled to its reasonable attorney's fees as determined by the court.

COMMENCEMENT OF SERVICES

Consultant shall have no obligation whatsoever to provide services to Client unless the retainer is paid in accordance with the terms and conditions of the Agreement. Otherwise, Consultant's obligation to provide services shall commence upon Consultant's receipt of Client's executed copy of Agreement, together with the retainer fees set forth.



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