

# Sales Presentations



A 2-day programme

## Who for:

Sales professionals whose work involves them in presenting proposals, progress and/or results to clients, in a formal or informal context.

## In this programme, you will learn and practise:

- How to clarify and determine compelling objectives and goals for your presentation
- Preparing systematically and time-efficiently, structuring your presentation clearly and logically, supported, as relevant, by useful and persuasive visual aids
- "Positioning" and designing your presentation for maximum audience appeal
- How to deliver presentations persuasively and confidently, making full use of your voice, manner and personal presence
- Managing questions, challenges and even confrontation smoothly and professionally
- Managing the time and environment factors professionally
- Closing clearly and with confidence to achieve the purpose of your presentation

