

# Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Dynamite Sales Presentations

### Course Overview

A great sales presentation does not demand that you have all the bells and whistles to impress the client with your technical skills.

Rather, try impressing your clients with your knowledge of the products and services you sell and your understanding of their problems and the solutions they need.

This one-day workshop will help you teach delegates how to create a winning proposal and how to turn it into a dynamite sales presentation.

### Course Objectives

- Identify the key elements of a quality proposal.
- Perfect your first impression, including your dress and your handshake.
- Feel more comfortable and professional in face-to-face presentations.
- Write a winning proposal.
- Feel more comfortable and professional in face-to-face presentations.

### Prerequisite

There are no prerequisites.

### Target

This course is for Administrators, Supervisors, Managers, Sales Managers, Sales Teams, Account Managers or any person putting together a presentation or presenting a presentation.

### Duration

- 1 Day



## Course Outline

### Getting Down to Business

To get started, delegates will look at some basic ways that business writing is different from literary writing. Delegates will also explore the two major types of proposals: formal and informal.

### Writing Your Proposal

During this session, delegates will learn what background information to gather and how to organize it. Delegates will also learn about using drafts and versions, and some terminology that they can use to label their proposals.

### Getting Thoughts on Paper

There are three easy steps to get started on writing a proposal. These will be discussed and delegates will then apply these techniques to a case study.

### Basic Proposal Formats

During this lecture, delegates will look at indirect and direct proposals. Delegates will then turn a direct proposal into an indirect proposal.

### Expert Editing Tips

This session will explore some basic editing techniques, including the readability index.

### The Handshake

Often, delegates will need to greet people before and/or your presentation. This session will offer delegates some tips on a key element of their greeting: the handshake.

### Getting Ready for Your Presentation

We will offer delegates some preparation tips. Then, delegates will learn how to pump up their language to be persuasive without being pushy.

### Elements of a Successful Presentation

During this session, delegates will explore five keys to success through a lecture and small group work.

### Dressing Appropriately

This session will help delegates dress for success.

### Presentations

To wrap up the day, each participant will give a two to three-minute presentation.