



Sales Presentations

This Sales Presentation Skills training course will provide you with the skills and structure you need to deliver effective and persuasive sales presentations with real impact.

Course Aims

The course aims to provide a simple step by step process to building a presentation, and provides the skills you need to deliver the presentation in a way that generates buy in and engagement.

Course Objectives

By the end of the session, attendees will:

- Know how to gather all relevant information needed for a sales presentation
- Be able to put together a persuasive and engaging presentation using a simple step by step structure
- Generate buy in by delivering a presentation with the wow factor that engages the audience
- Be able to control nerves and appear highly confident
- Know how to develop engaging presentation aids such as PowerPoint Slides, Handouts and Flip Charts

Course Content

- What is a sales presentation and how does it differ from any other presentation?
- How to gather facts and information needed to influence
- Structuring a sales presentation and adding the content
- Building presentation aids
- Delivering a presentation with real impact
- Closing the presentation and moving towards a sale

Course Benefits

- Increase sales levels
- More confidence when presenting
- Delivering presentations that influence
- Gain new customers

Price

Delivered as an in-house course only. Please contact us for costs.

Session Breakdown

What is a Sales Presentation?

- What are sales presentations and when are they used?
- Why deliver sales presentations
- The difference between a sales presentation and a normal presentation

Gathering Facts

- Setting the objective(s) for your presentation
- What to include in your presentation
- Where to get the information that you need

Structuring a Sales Presentation

- An easy to follow sales presentation structure
- When information goes where
- Ensuring it all fits together and flows

Building Presentation Aids

- PowerPoint slides with impact
- Using flip charts and handouts
- Where to put presentation aids and how to use them as part of the presentation

Delivering with Impact

- Body language, voice and words to use for maximum impact
- Positioning when delivering the sales presentation
- Generating engagement and interest in what you are saying

Closing the Presentation

- How to conclude the sales presentation effectively
- How to handle questions and resistance
- Asking if they want to buy

Course Information

This is a **one day** training event that Revolution Learning and Development deliver as an in-house course anywhere in the UK

We can make this more bespoke to your needs.

The cost of our open courses includes the learning materials, refreshments during the day and lunch.

To discuss your individual needs, email contact@revolutionlearning.net or call us on 03333 444 575.

Booking terms and conditions are available on our website.