

Dynamite Sales Presentations

A great sales presentation does not demand 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 workshop will focus on your formal written proposal and in-person presentation

Workshop Benefits:

- Identify the key elements of a quality proposal
- Be better prepared to handle problem buyers
- Sell value rather than price
- Create a climate of trust to build better client relationships
- Feel more comfortable and professional in face-to-face presentations
- Identify steps that will close more sales

What Will Be Discussed?

- ✓ Business Writing Basics
- ✓ Writing a Proposal
- ✓ Writing Your Proposal
- ✓ Getting Thoughts on Paper
- ✓ Planning Your Proposal
- ✓ Basic Formats
- ✓ Editing
- ✓ The Finishing Touches
- ✓ The Handshake
- ✓ Getting Ready for your Presentation
- ✓ Elements of a Successful Presentation
- ✓ Dressing Appropriately
- ✓ Dealing with Questions
- ✓ Presentations and Evaluations

