

Successful Sales Presentations

Achieve that important sale through delivering a perfect sales presentation. Enthuse your potential clients and make them realise that what you have to offer is just what they need.

This course is for sales people and business managers who need to sell their product/service to groups of potential clients. It will give participants the ability to plan, structure and deliver a sales presentation that will achieve the desired outcome. This course offers a great deal of practical individual support and aims to be fun, interactive and confidence building.

course details

Course Duration

One Day

Course Cost

£1250

Maximum Delegates

This course is designed for up to 10 delegates

Training Location

Training can be run at any venue

Participant Profile

This course is aimed at:

- Sales Managers who give sales presentations
- Directors, Managers or company representatives who need to make sales presentations to groups of potential customers

Key Topics

Participants will cover:

- Setting the sales objectives
- Understanding the needs of the prospective clients
- Structure, content and timing of the presentations
- Visual aids
- Managing performance and coaching skills
- The conclusion – the call for action

Course Benefits

On completion of this course, participants will understand:

- How to structure a sales presentation so that it is interesting, informative and benefit led
- How to design appropriate visual aids and use them to the best advantage
- How to deliver the presentation in a professional and confident manner
- How to achieve the desired outcome by meeting the set objectives

client testimonial



The day was very full and consisted of interesting course content and an excellent trainer. I enjoyed myself and learned a lot.

Gwen Fryer, **Tailored Solutions Recruitment**

You may also be interested in...

Professional Selling Skills

Designed to give participants the sales techniques and tools that are used by some of the world's most successful sales people.

Sales Management

Designed to cover the essential areas of recruiting, training, motivating and communicating effectively with a team of field sales people.