



WINNING SALES PITCHES AND PRESENTATIONS THAT DRIVE CONVERSIONS TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Course Title: Winning Sales Pitches and Presentations That Drive Conversions Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with practical techniques to design and deliver compelling sales pitches and presentations that capture attention, communicate value and drive customer conversions. It focuses on structuring persuasive messages, presenting with confidence, handling objections and using storytelling to influence buying decisions. Through hands-on practice, real-case simulations and guided feedback, participants will develop the skills to deliver convincing presentations that convert prospects into customers.

OBJECTIVE(S):

- Develop persuasive and conversion-focused sales pitches.
- Structure presentations clearly and impactfully.
- Communicate value propositions that influence customer decisions.
- Strengthen verbal, non-verbal and visual presentation skills.
- Use storytelling and emotional triggers to enhance engagement.
- Manage objections with confidence and professionalism.
- Deliver compelling closing statements that drive conversions.
- Apply sales pitch techniques to real business scenarios.

TARGET GROUP(S):

- Sales executives and sales managers
- Business development teams
- Marketing and key account personnel
- Entrepreneurs and business owners
- Anyone delivering pitches or proposals to customers

ENTRY REQUIREMENT(S):

- Able to read, write and communicate verbally in Malay/English

TOPIC(S):

1. Fundamentals of Winning Sales Pitches
2. Understanding Customer Needs and Buying Motivations
3. Structuring a Value-Driven Sales Presentation
4. Powerful Verbal and Non-Verbal Delivery Techniques
5. Storytelling and Emotional Influence in Sales
6. Handling Objections and Difficult Questions
7. Closing Strategies for Maximum Conversions
8. Practical Pitch Delivery and Feedback Session

LIST OF REFERENCE BOOK(S):

- Sales presentation and persuasion guides
- Communication and storytelling references
- Sales strategy and customer psychology materials

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories
- Flip chart with accessories
- Pitch templates and presentation worksheets

METHODOLOGY(S):

- Lecture
- Case studies
- Group discussions
- Role-play and pitch simulation
- Presentation practice and coaching

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Fundamentals of Winning Pitch Concepts
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 2: Customer Needs and Buying Motivations
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 3: Structuring a Value-Driven Presentation
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 4: Verbal and Non-Verbal Delivery Techniques

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Fundamentals of Winning Pitch Concepts
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 2: Customer Needs and Buying Motivations
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 3: Structuring a Value-Driven Presentation
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 4: Verbal and Non-Verbal Delivery Techniques