

## Delivering Effective Sales Presentations

### Summary

It is recognised that the ability to provide formal presentations, both internally and to customers, is a key skill for every sales professional.

The material covered acknowledges that as sales people improve their presentation skills they will add a positive dimension to the messages being communicated. In addition, the programme identifies that to present powerfully and in a persuasive manner is a key competency on the road to sales success.

### Target Audience

The course is suitable for all those in a sales role who, as part of their every day interactions with customers, are required to carry out high quality presentations.

### Prerequisites

None.

### Objectives

- To identify, in an intensely participative environment, current strengths and weaknesses in presentation ability
- To provide the skills, abilities and confidence required in providing high quality presentations
- To put new found presentation skills into practice with support of group feedback and one to one coaching

### Key Learning Take-Aways

- Participants will be able to structure presentations for maximum impact
- Participants will understand the benefit of visual aids and when and how to use them
- Participants will be able to present with confidence in order to project a positive image of the organization and themselves

### Course Duration

This course is a 1-day, instructor led, classroom event delivered in an intense workshop environment.

For more information on this program please contact John Marrow  
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