



Palomino Training Solutions
specialists in corporate training

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Sales Presentation Training (1 Day)

Course Overview

Fact: You have one chance to get the correct message across to your audience. One chance only.

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 includes dynamic trainee/trainer interactions and discussions, written and oral exercises, role plays, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

Target Audience

Sales staff who need to get their message across to their audience as effectively as possible.

Course Outline

SECTION 1: Business Writing Basics

SECTION 2: Writing a Proposal

SECTION 3: Writing Your Proposal

SECTION 4: Getting Thoughts on Paper

1. Planning your Proposal
2. My Outline

SECTION 5: Planning Your Proposal

SECTION 6: Basic Formats

SECTION 7: Editing



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SECTION 8: The Finishing Touches

SECTION 9: The Handshake

1. The Professional Handshake
2. Evaluation

SECTION 10: Getting Ready for your Presentation

SECTION 11: Elements of a Successful Presentation

1. You count too
2. Positives and Negatives

SECTION 12: Dressing Appropriately

SECTION 13: Dealing with Questions

SECTION 14: Presentations and Evaluations