



DYNAMIC SALES Presentations

Course Introduction:

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 five-day workshop will focus on your formal written proposal and in-person presentation.

Course Objectives:

By the end of the program, participants will be able to:

- Identify the key elements of a quality proposal
- Know how to write a winning proposal
- Perfect your first impression, including your dress and your handshake
- Feel more comfortable and professional in face-to-face presentations

Who Should Attend?

- Sales Management
- Sales Professionals of all levels
- Sales Engineers
- Financial Sales Professionals

Course Outline:

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

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session