



MICT SETA accredited ACC/2011/07/066 Est. October 2003

College Africa Group – Dynamite Sales Presentations

A great sales presentation does not demand that 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 one-day workshop will teach participants how to create a winning proposal and how to turn it into a dynamite sales presentation.

Specific learning objectives will include:

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

Getting Down to Business

To get started, we will look at some basic ways that business writing is different from literary writing. Participants will also explore the two major types of proposals: formal and informal.

Writing Your Proposal

During this session, participants will learn what background information to gather and how to organise it. Participants will also learn about using drafts and versions, and some terminology that they can use to label their proposals.

Getting Thoughts on Paper

There are three easy steps to get started on writing a proposal. You will present each of them in a lecture. Participants will then apply these techniques to a case study.

Basic Proposal Formats

During this lecture, we will look at indirect and direct proposals. Participants will then turn a direct proposal into an indirect proposal.

Expert Editing Tips

This session will explore some basic editing techniques, including the readability index.

The Handshake

Often, you will need to greet people before and/or your presentation. This session will offer participants some tips on a key element of their greeting: the handshake.

Getting Ready for Your Presentation

We will offer participants some preparation tips. Then, participants will learn how to pump up their language to be persuasive without being pushy.

Elements of a Successful Presentation

During this session, participants will explore five keys to success through a lecture and small group work.

Dressing Appropriately

This session will help participants dress for success.

Presentations

To wrap up the day, each participant will give a two to three minute presentation.

Contact

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