



## Sales Presentation Skills

### About

Stop Giving One Way Presentations and Win the Deal

Sales Presentation Skills: How to be a More Persuasive and Confident Presenter is a fun, engaging and non-threatening workshop/lab that focuses on face-to-face, telephone, and online presentations. The course is designed to give you the ability to structure an effective presentation — and then deliver it with confidence, focusing on the transfer of ownership with the prospect, not just presenting your product/service and hoping they “get it”. Most of all, you will learn to avoid the pitfalls that usually sink a good presentation.

Based on proven feedback learning methodology, Sales Presentation Skills employs role playing and structured presentation templates to empower you with the ability to develop an effective and exciting presentation.

### Key Topics

- What already works about you as a presenter: learn about your strengths and weaknesses and how you can use your unique style to your advantage
- The essential keys to a strong presentation
- How to deliver a key presentation in under 30 seconds
- Present for validation, not just education
- How to structure a persuasive presentation and hold your audience’s attention
- Get the prospect involved for more transfer of ownership
- How to avoid the most common mistakes in a sales pitch

**Sales Presentation Skills was developed with leading experts in the presentation and communication fields. M3 Learning has tailored the course to expressly meet the needs of sales professionals. Emphasizing techniques that create “listening” audiences, M3 Learning creates yet another powerful tool in your sales “toolbox”.**