



## Dynamite Sales Presentations

**Description:** 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 course will focus on your formal written proposal and in-person presentation. Topics include: Business writing basics, writing a proposal, getting thoughts on paper, planning your proposal, basic formats, editing, the finishing touches, the handshake, getting ready for your presentation, elements of a successful presentation, dressing appropriately, dealing with questions, and presentations and evaluations.

**Session One:** Course Overview.

**Session Two:** Getting Down to Business

- Business Writing Basics
- Types of Proposals

**Session Three:** Writing Your Proposal

- Getting Organized
- Drafting a Proposal

**Session Four:** Getting Thoughts on Paper

- Planning Your Proposal
- Individual Exercise

**Session Five:** Basic Proposal Formats

- Direct and Indirect Proposals
- Group Review

**Session Six:** Expert Editing Tips

**Session Seven:** The Handshake

- The Professional Handshake
- Evaluation

**Session Eight:** Getting Ready for Your Presentation

- Preparation Tips
- Persuasive Language

**Session Nine:** Elements of a Successful Presentation

- You Count Too!
- Positives and Negatives

**Session Ten:** Dressing Appropriately

**Session Eleven:** Presentations

- Preparation
- Presentations and Evaluations
- Workshop Wrap-Up