

Successful Sales Presentations

Training Description

This course imitates the real two-stage process of qualification and presentation. Through a series of scenarios, delegates will practise their qualification techniques and then through planning, construct and deliver a presentation that will address the buyer's needs.

The Course Suits

Any person involved in the sales process that wish to improve their qualification and presentation techniques in order to maximise sales opportunities.

Training Benefits

- How to identify their company's USPs
- Develop qualification questions to highlight USPs
- Develop listening skills
- Knowledge to prepare a bespoke presentation

Course Timetable

09:30 - 10:00 Coffee & Course Objectives

10:00 - 10:30 Identifying USPs (Unique Selling Points)

10:30 - 11:00 Designing Qualification Questions to Highlight Key Selling Points

11:00 - 11:30 Working Coffee break (Each delegate will be given a brief for their first meeting with a prospect. They will then modify the ideas from the previous module to ensure that this qualification meeting goes well.)

11:30 - 12:30 Qualification Role Plays (Each delegate will qualify the trainer who will play different prospects. Realistic scenarios will be set up for each delegate. All will view each other and provide constructive criticism.)

12:30 - 13:00 Review of Role Plays

13:00 - 13:45 Lunch Break

13:45 - 14:30 Briefing for Afternoon's Activities & Tips on Giving Effective Presentations

14:30 - 15:00 Preparation of Presentations

15:00 - 16:00 Presentations

16:00 - 16:30 Review of Presentations

16:30 - 16:45 Summary & Action Plans Agreed

