

Sales Presentation Skills

Workshop Purpose:

This workshop aims to provide the necessary skills for preparing, developing and delivering sales presentations including considering the customer's needs and delivering a presentation to meet those needs.



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Prepare a sales presentation – set objectives, physical layout, resources, structure
- Deliver a sales presentation – visual aids, body language, voice, listening skills
- Evaluate a sales presentation – assess effectiveness

Who should attend:

Any person involved in sales presentations.

Duration:

2-day workshop:

For a minimum of 8 to a *maximum of 12* participants.

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