



Juri Yoshida

**International Motivational Speaker  
Certified Trainer and Assessor**

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## **Successful Sales Presentations**

### Objectives

- A. To conduct sales presentations in a way which meets the clients needs.
- B. To ensure the prospect/client is listening at all time.
- C. To Increase the chances of closing a sale.
- D. To conduct sales presentations professionally.
- E. To build confidence in executing sales presentations.

### Outline

Day 1.

A. Client – Sales Person Relationship

- 1. How to build trust in the eye of the clients
- 2. How to make your client a good listener.
- 3. How to convince the client that its worth their time to listen to your sales presentations.

B. Preparing your presentations

- 1. Analyse the presentation with current standards and trends.
- 2. How to customise presentations to meet client needs.
- 3. Additional information required for a customer oriented presentation.
- 4. How to organize a Professional presentation.
- 5. Understanding the best Presentation structure.

C. Conducting a Presentation.

- 1. How to conduct your presentation in a professional manner.
- 2. How to interact with your clients during your presentation.

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3. How to maintain client interest in your products and services during your presentation.
  4. How to convey your message in a precise and impressive manner to your client.
  5. Exceeding your clients' expectations during your clients.

D. A Live Example

The Trainer will conduct a Live demonstration of the above 3 modules. The demonstration will be highly interactive and will involve all participants' ideas and inputs.

The Trainer will instruct the participants to prepare for a sales presentation for the next day. The key is for all participants to practice and upgrade their skills in Sales Presentations.

Day 2.

- A. Each Participant will be asked to present their sales presentation to the class.
- B. After each student completed his/her presentation, there will be a class discussion to advise and give recommendations to the participant.
- C. The Trainer will be making detailed feedback and will provide professional advice.

\* Please note the time spent per participant will depend on the class size.

The course will also cover many examples, case studies and information.

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