

Sales presentation skills

Our Sales Presentation Skills Programme is designed to equip salespeople with the knowledge, confidence and practical skills to deliver engaging and effective sales presentations.

Rooted in the sales process, this highly interactive programme blends essential theory with hands-on practice. Participants will build, refine and deliver their own presentations, gaining structured feedback from peers and expert facilitators throughout.

Participants will leave the programme feeling empowered to present with authenticity, influence and clarity - ready to turn conversations into conversions.



Who

Sales
Executives | Sales
Managers



Format

Face-to-face
Virtual training
Self-study



Duration

2 month programme
15-20 hours

Programme Objectives

Designed to deliver an immediate impact on presentation performance, participants learn skills they can apply straight away to real sales situations, including how to:

- **Tailor their presentation to different customers**
- **Structure a persuasive sales pitch including a clear call to action**
- **Communicate value as a core part of every presentation**
- **Incorporate story telling for sales to make the pitch more influential**
- **Use body language, tone and visual aids to get the key messages across and to build rapport**
- **Handle objections and difficult questions**

Our Solution

Sales Presentation Foundations

- Welcome and introductions - setting expectations and objectives
- Understanding the audience - techniques for tailoring presentations to different types of customers, buyers, decision makers and their specific needs
- Elevator pitch Presentation Delivery
- Structuring a persuasive sales pitch - how to structure a sales pitch that includes a clear call to action
- Visual aids - how to use visual aids effectively to support your presentation
- Review of session

Presenting the value of your company

- Verbal communication skills - enhancing verbal delivery, tone and pace to effectively communicate key messages
- Body language and vocal delivery - using body language and vocal delivery to build rapport and convey confidence
- First customer meeting presentation delivery - participants will present their pre-prepared presentation and receive feedback
- Communicating VALUE in presentations - introducing the NOSE framework
- Review of session - learning reflections, improvements and homework

Presenting the value of your solution to reflect customer needs

- Storytelling for sales - incorporating storytelling and references to make the pitch more influential and engaging
- Handling objections and difficult questions - techniques for addressing and overcoming objections during a presentation
- Solution Presentation Delivery - participants will present their pre-prepared presentation and receive feedback
- Review of the programme - key takeaways and plans for the future



Key Benefits of the Programme

- Complete learning journey that covers all aspects of presentation development
- This programme can be tailored to fit your business need
- Can be run in multiple languages via our global network of trainers
- The focus is on practical application and real situations
- Learning cascades through participants' performance into wider organisation

The Learning Journey

We offer a range of different approaches for our Sales Presentation Skills programme. It can be delivered as a virtual programme or as a 2-day Face-to-Face Programme.

Face-to-Face or Virtual Programme

Pework

- Read assigned material
- Complete assigned prework

2 weeks prior

Session 1

Sales Presentation Foundations

- Welcome and introductions
- Understanding the audience
- Elevator pitch
- Structuring a persuasive pitch
- Visual aids
- Review

3 hours

Session 2

Presenting the value of your company

- Verbal communication skills
- Body language and vocal delivery
- First Customer Meeting presentation delivery
- Communicating VALUE in presentations

3 hours

Coaching

- Introduction
- Orientation
- Sharing of objectives
- Course expectations and ways of working

1 hour

Session 3

Presenting the value of your solution to reflect customer needs

- Storytelling for sales
- Handling objections and difficult questions
- Solution Presentation Meeting
- Review

3 hours

Why train with us?

Our customers tell us that we are different and that working with us is different too. Here's what sets us apart:

- **We customise all our solutions:** We pride ourselves on developing fully tailored solutions for each and every client
- **We have global expertise:** Our specialism is rolling out global Programmes in 20+ languages
- **We are dedicated to changing behaviour:** Our solutions are not about delivering content, our aim is to change behaviour so that your people behave differently & improve performance
- **We are transparent and open:** We're good at building long-term client relationships because we are friendly, approachable and have a transparent approach to pricing



People
Development
Specialists

Business Linked Teams is a global people development company headed by Samantha Caine, FCIPD. We empower development and enhance capability through bespoke learning solutions and carefully curated change initiatives.



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