



# Dynamite Sales Presentations

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This one-day workshop will teach participants how to:

- Identify the key elements of a quality proposal
- Write a winning proposal
- Perfect their first impression, including their dress and your handshake
- Feel more comfortable and professional in face-to-face presentations

## Introduction and Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

## Business Writing Basics

To get started, we will look at some basic ways that business writing is different from literary writing.

## Writing a Proposal

During this session, we will look at the two major types of proposals: formal and informal.

## Writing Your Proposal

There are three easy steps to get started on writing a proposal. We will discuss each of them in a lecture.

## Getting Thoughts on Paper

We will look at some ways to organize and sequence a proposal. Then, participants will apply those methods to a sample proposal.

## Basic Formats

During this lecture, we will look at indirect and direct proposals. Participants will then work in groups to turn a direct proposal into an indirect proposal.

## Editing

This session will explore some basic editing techniques, including the readability index.

### The Finishing Touches

During this session, we will look at some final touches that can jazz up your presentation.

### The Handshake

Often, you will need to greet people before and/or your presentation. This session will offer some tips on a key element of your greeting: the handshake.

### Getting Ready for Your Presentation

We will offer participants some preparation tips. Then, participants will be asked to prepare a brief presentation on the spot.

### Elements of a Successful Presentation

During this session, we will explore five keys to success through a lecture and small group work.

### Dressing Appropriately

This session will help participants dress for success.

### Dealing with Questions

Many presenters find the question and answer period difficult to manage. This brief lecture will offer some easy tips on dealing with questions.

### Presentations

To wrap up the day, each participant will give a two to three minute presentation.

### Workshop Wrap-Up

At the end of the day, students will have an opportunity to ask questions and fill out an action plan.