

## PITCH PROPOSAL AND PRESENTATION SALES TRAINING

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**Pitch: Proposal &  
Presentation Sales  
Training Course**



**COURSE LENGTH: 1.0 DAYS**

Creating and presenting professional proposals requires skills such as strategic thinking, thorough competitive analysis, technical research and writing skills, document and presentation software formatting and organising and editing. Additional skills would include public speaking and facilitation.

Writing and presenting a winning proposal is both an art form and a craft that you can learn and improve with training and practice. Delivering both well helps the client better understand your proposed solution and assists you in closing the deal.

The PD Training Pitch Proposal and Presentation Sales Training Course provides comprehensive training in each step of the preparation and development of a proposal, and associated presentation method, to help you achieve mastery in writing and delivering your next professional sales proposal.

This dynamic training course is available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra, Parramatta and Perth.

Contact us today for a [group quote](#).

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## PITCH PROPOSAL AND PRESENTATION SALES TRAINING COURSE OUTLINE

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### FOREWORD

During this training course, participants receive training in identifying the key elements of a quality sales proposal, writing a winning proposal, perfecting the first impression, gaining confidence when giving presentations and developing a professional approach to pitching and selling your products or services.

Our Pitch Proposal and Presentation Sales Training Course is the fastest way to develop skills in creating and presenting the perfect sales pitch that gives you the desired results every time.

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### OUTCOMES

#### After completing this course, participants will have learned to:

- ▶ Identify the key elements of a quality proposal
- ▶ Plan a proposal
- ▶ Write a brilliant proposal
- ▶ Understand and use various proposal formats
- ▶ Get organised
- ▶ Use persuasive language
- ▶ Edit proposals effectively
- ▶ Feel more comfortable and professional in face-to-face presentations
- ▶ Perfect your first impression with dress and handshake
- ▶ Write a winning proposal
- ▶ Understand the elements of a successful presentation
- ▶ Feel more comfortable and professional in face-to-face presentations
- ▶ Be professional throughout
- ▶ Conduct preparations and evaluations
- ▶ Handle various kinds of sales presentations

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### MODULES

#### Lesson 1: Getting Started

- ▶ Icebreaker
- ▶ Workshop Objectives

#### Lesson 2: Getting Down to Business

- ▶ Business Writing Basics
- ▶ Types of Proposals

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### Lesson 3: Writing Your Proposal

- ▶ Getting Organised
- ▶ Drafting a Proposal

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### Lesson 4: Getting Thoughts on Paper

- ▶ Planning Your Proposal
- ▶ Exercise

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### Lesson 5: Basic Proposal Formats

- ▶ Choosing a Format
- ▶ Direct Approach
- ▶ Indirect Approach
- ▶ Choosing an Approach

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### Lesson 6: Expert Editing Tips

- ▶ Editing Tips
- ▶ The Fog Index

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### Lesson 7: The Handshake

- ▶ Cultivating a Professional Handshake
- ▶ Tips for Success

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### Lesson 8: Getting Ready for Your Presentation

- ▶ Preparation Tips
- ▶ Persuasive Language

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### Lesson 9: Elements of a Successful Presentation

- ▶ You Count Too!
- ▶ Positives & Negatives

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### Lesson 10: Dressing Appropriately

- ▶ Impressions Count!
- ▶ Dressing to Impress
- ▶ Managing Scent
- ▶ Creating a Professional Package

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### Lesson 11: Presentations

- ▶ Preparation
- ▶ Evaluations

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### Lesson 12: Wrapping Up

- ▶ Words from the Wise

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## WEB LINKS

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- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)