



Mastering Technical Sales: Skill Building Workshops

MTS-201 : "The Perfect Pitch"

This highly interactive 2-day class is designed for 8-12 participants and deals with the mechanics and style of how to give " *The Perfect Pitch*" in a Technical Sales situation.

Attendees are asked to prepare two 8-10 minute presentations before the class. One presentation may use PowerPoint; the second must utilize another form of media such as the whiteboard or posters. In addition, one presentation should be work/business related, and the second should be on a freely chosen personal subject to ensure domain expertise.

At the end of the class, each student will be presenting with greater confidence, and will be on their way to Mastering the Technical Sale.

Day 1:

Morning: Introductory and Sample Videos
 The Importance of Non-Verbal Communication
 Participant Presentations

Afternoon: Organization and Content
 Special Situations (large crowds, web casts, conference calls)
 Participant Presentations

Day 2

Morning Review of Day 1
 Handling Objections
 Constructive Q&A
 Participant Presentations

Afternoon Participant Presentations
 The Executive Connection
 Putting It All Together for "The Perfect Pitch"

