



## Mastering Technical Sales: Skill Building Workshops

### ***MTS-301 : "The Perfect Pitch" Master Class***

This highly interactive 1-day class is designed for a maximum of 8 participants and deals with fine-tuning the mechanics and style of how to give "The Perfect Pitch" in a Technical Sales situation. It is intended for Senior and Principal level Sales Engineers with the aim of turning an A- presenter into an A+.

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. Classroom activities and highly focused topical lectures are intermixed with videotaping sessions to provide instant feedback.

At the end of the class, each student will be presenting with even greater confidence, and will be a Master of Mastering the Technical Sale.

#### Day 1:

**Morning:**     Introductory and Sample Videos  
                  Powering Up The Pitch  
                  Participant Presentations & Video Sessions  
                  Snap Demonstrations/Elevator Pitches

**Afternoon:** Handling Q&A  
                  Participant Presentations & Video Sessions  
                  Becoming The Wizard Of The Whiteboard  
                  Participant Presentations & Video Sessions  
                  Special Situations (Conferences, Large Audiences)



For more information contact us at [info@masteringtechnicalsales.com](mailto:info@masteringtechnicalsales.com)