



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 19 April 2026 To 23 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Welcome to "Sales Presentation and Pitching Mastery," a comprehensive five-day course designed to enhance your skills in delivering powerful sales presentations and pitches. This course is tailored for sales professionals looking to refine their persuasion techniques, engage more effectively with clients, and improve overall sales performance. Whether you're new to sales or looking to sharpen your existing skills, this course will provide you with practical tools and strategies to excel in creating compelling sales presentations.

## Objectives

- Understand the key components of successful sales presentations.
- Develop engaging and persuasive pitch strategies.
- Enhance communication skills for effective audience engagement.
- Master techniques for handling objections and closing deals.
- Build confidence to present with impact and clarity.

## Course Outlines

### Day 1: Foundations of Sales Presentations

- Introduction to sales presentation dynamics.
- Identifying your audience and tailoring content accordingly.
- Building a strong sales narrative.
- Understanding the psychology of persuasion.
- Effective use of presentation tools and technologies.

### Day 2: Crafting Compelling Pitches

- Elements of a winning sales pitch.
- Structuring your pitch for maximum impact.
- Incorporating storytelling elements.
- Using visuals to enhance your message.
- Practicing pitches and receiving feedback.

### Day 3: Communication Skills for Sales Success

- Verbal and non-verbal communication techniques.
- Engaging and connecting with your audience.
- Building rapport and trust quickly.
- Active listening and responding to audience cues.
- Communication exercises and role-playing.

### Day 4: Handling Objections and Closing Techniques

- Identifying common objections in sales pitches.
- Techniques for overcoming objections smoothly.
- Strategies to advance from pitching to closing.
- Building win-win scenarios for closing deals.

- Case studies and interactive exercises on closing.

### **Day 5: Presenting with Confidence and Impact**

- Overcoming anxiety and building presentation confidence.
- Delivering presentations with energy and enthusiasm.
- Utilizing feedback to enhance presentation skills.
- Final presentation practice and peer review.
- Course recap and personal development planning.