



PROFESSIONAL  
DEVELOPMENT  
TRAINING

# Pitch Proposal and Presentation Sales Training



The Pitch Proposal and Presentation Sales Training course provides you with the knowledge and tools to help you achieve the mastery in creating and presenting a winning pitch proposal.

After completing this course, you will have learned: the various types of business proposals, how to plan, write & edit a winning proposal, the key elements of a quality proposal, various proposal formats, elements of a successful presentation, using persuasive language, the professional handshake, wearing appropriate attire and much more.

This comprehensive training course is available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, New York, Orlando, Philadelphia, San Antonio and Seattle.

## What You'll Gain:

During this course, participants develop various skills including identifying the audience and the purpose of a proposal, creating a framework, using details to perfect a proposal, using online and offline resources, writing, editing, and proofreading.

The course provides a comprehensive understanding and use of proposal writing tools that result in the creation of excellent proposals.

## Outcomes

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

- Understand the proposal writing process
- Identify and create different types of proposals
- Identify the purpose of a proposal
- Identify the audience
- Perform a needs analysis
- Write a goal statement
- Use the proper format for proposal writing



- Create a framework
- Understand the importance of details and focus on them
- Identifying resources online and offline for research
- Organizing information masterfully
- Use persuasive writing techniques
- Review spelling and grammar
- Constructing words, sentences and paragraphs brilliantly
- Check the readability of a proposal
- Proofread and edit
- Provide a professional feel and look to a proposal

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## Modules

### Lesson 1: Getting Started

- Icebreaker
- Workshop Objectives

### Lesson 3: Writing Your Proposal

- Getting Organized
- Drafting a Proposal

### Lesson 5: Basic Proposal Formats

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

### Lesson 7: The Handshake

- Cultivating a Professional Handshake
- Tips for Success

### Lesson 9: Elements of a Successful Presentation

- You Count Too!
- Positives & Negatives

### Lesson 2: Getting Down to Business

- Business Writing Basics
- Types of Proposals

### Lesson 4: Getting Thoughts on Paper

- Planning Your Proposal
- Exercise

### Lesson 6: Expert Editing Tips

- Editing Tips
- The Fog Index

### Lesson 8: Getting Ready for Your Presentation

- Preparation Tips
- Persuasive Language

### Lesson 10: Dressing Appropriately

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



### Lesson 11: Presentations

- Preparation
- Evaluations

### Lesson 12: Wrapping Up

- Words from the Wise

**Talk to our expert team**

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