

Presentation Planner/Promotion for Sales Meetings

Topic: _____

When is this to be presented?

For what event (course, meeting, etc.)

Who presents (name and company)?

How much time will you have?

Describe handouts, PowerPoint, etc:

→ **Promotion** (filled out by presenter and given to _____ at least 1 week prior to event)

Who is this for? Who should attend? (target audience)

What will attendees walk away with (attendee will be able to.....)—3-4 bullet points (be specific)

1.

2.

3.

Where will this be promoted? When?

What do you want to say to promote the event?

Provide this to whoever is promoting the event (front desk, manager, etc.)

→ **Create Your Presentation:** Give this to the _____ at least a week prior to event

Sketch your presentation below with this process: "ABA" Fill in the areas below.

Beginning (A)—What is the problem you will solve that is faced by your target audience—be specific; open with something interesting/practice your open

Middle (B)— How can your product/service solve this problem for your target audience (3 points)

A section (close) —Go back to the challenge (A section) and summarize how your product/service can solve the problem

Call To Action - What do you want your audience to do at the end of this presentation? Be specific.

Tips:

- Do not give too much information.
- If you use PowerPoint, use few slides and only 6 lines on a slide/6 words on a line (at least 24-point font)
- Practice!!!!

