

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!!!!

