

**MSS SUCCESS SPACES**

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## SALES PRESENTATION AND PERSUASIVE PITCHING TRAINING IN THE PHILIPPINES

**A 1-Day Practical Sales Training Program on Structuring Customer-Centered Presentations, Communicating Value, Pitching Solutions Persuasively, Engaging Decision-Makers, and Gaining Commitment**

### TRAINING OVERVIEW

A sales presentation should do more than introduce a company, describe a product, enumerate features, or display a series of attractive slides.

An effective sales presentation helps prospective customers understand:

- Why the discussion is relevant to them
- What business need, challenge, or opportunity deserves attention
- How the proposed product, service, or solution can help
- What measurable value the customer may receive
- Why the recommended approach is credible and differentiated
- What action or commitment should happen next

This 1-day **Sales Presentation Training in the Philippines** is designed for sales executives, account managers, business development professionals, technical sellers, solutions consultants, entrepreneurs, relationship managers, and other customer-facing employees who present products, services, proposals, recommendations, or business solutions to prospective and existing customers.

Many sales presentations fail not because the offer lacks value, but because the presentation:

- Focuses too heavily on the seller and not enough on the customer
- Begins with a lengthy company history
- Contains excessive product details
- Uses generic slides for every customer
- Presents features without explaining business value
- Fails to connect with the customer's priorities
- Overloads the audience with text, charts, numbers, and technical language
- Lacks a clear and persuasive storyline
- Does not address the interests of different decision-makers
- Depends too heavily on slides or memorized scripts
- Sounds aggressive, exaggerated, or overly promotional
- Fails to provide credible evidence
- Does not anticipate questions, concerns, and objections
- Ends without a clear call to action or agreed next step

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This practical **Presenting in Sales Training in the Philippines** helps participants move from seller-centered product presentations toward customer-centered, value-based sales conversations.

The program also serves as a **Persuasive Pitching Training in the Philippines** by teaching participants how to gain attention, create relevance, frame customer problems and opportunities, communicate differentiated value, build credibility, use appropriate evidence, and guide the audience toward a confident decision.

Persuasion in this program does not mean manipulation, pressure, exaggeration, or hiding important information. Professional persuasive pitching means helping customers understand the relevance, value, credibility, and implications of a proposed solution so they can make an informed decision.

Participants learn how to:

- Clarify the purpose and desired outcome of a sales presentation
- Understand the customer, audience, and buying situation
- Identify the central sales message
- Structure a logical and persuasive presentation flow
- Translate features into benefits, value, and business outcomes
- Tailor messages for executives, users, technical evaluators, procurement personnel, and other stakeholders
- Use stories, examples, data, demonstrations, and proof effectively
- Design clear and professional sales slides
- Present confidently without reading from the screen
- Gain and maintain audience attention
- Handle questions and concerns professionally
- Recognize audience readiness and resistance
- Deliver a clear call to action
- Confirm commitments and next steps

Organizations looking for **Pitching Persuasively Training in the Philippines, Sales Presentation and Persuasive Pitching Training in the Philippines**, or **Presenting in Sales and Pitching Persuasively Training in the Philippines** may use this program to strengthen both presentation delivery and sales-conversion capability. Using the MSS EnterTRAINment approach, participants engage in message-development exercises, customer-perspective challenges, presentation-structure workshops, value-translation activities, storytelling practice, slide-improvement exercises, persuasive pitch simulations, audience-question drills, and developmental feedback.

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## **TRAINING GOAL**

To equip participants with a practical and customer-centered process for planning, designing, and delivering clear, credible, persuasive, and results-oriented sales presentations and business pitches.

## TRAINING OBJECTIVES

By the end of the program, participants will be able to:

1. Explain the role of sales presentations and persuasive pitching within the sales process
2. Distinguish a customer-centered sales presentation from a generic product presentation
3. Clarify the purpose, audience, context, and desired outcome of a sales pitch
4. Analyze the priorities, concerns, interests, and decision criteria of different customer stakeholders
5. Identify the most important message the audience should understand, remember, and act on
6. Structure a sales presentation using a clear and persuasive flow
7. Create attention-getting but professionally appropriate openings
8. Frame customer problems, needs, opportunities, and desired outcomes clearly
9. Translate product or service features into customer benefits and measurable business value
10. Develop differentiated and credible sales value propositions
11. Use stories, examples, data, demonstrations, testimonials, and proof points appropriately
12. Simplify technical, complex, and data-heavy information
13. Design clear, professional, and audience-friendly sales slides
14. Use voice, body language, eye contact, and movement confidently
15. Engage different types of audiences and maintain attention
16. Present to executives, users, technical evaluators, procurement personnel, and other stakeholders
17. Anticipate and respond to questions, concerns, and objections professionally
18. Deliver a clear and appropriate call to action
19. Confirm customer commitments, responsibilities, timelines, and next steps
20. Develop a personal Sales Presentation and Persuasive Pitching Improvement Plan

## TRAINING OUTLINE

### One-Day Sales Presentation and Persuasive Pitching Training Program

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	<p><b>MODULE 1: UNDERSTANDING THE CUSTOMER AND PREPARING THE SALES PRESENTATION</b></p> <ul style="list-style-type: none"> <li>• Understanding the purpose of a sales presentation</li> <li>• Sales presentation versus product presentation, company presentation, proposal presentation, and elevator pitch</li> <li>• How sales presentations fit into</li> </ul>	<p><b>Sales Presentation Reality Check</b></p> <p>Participants assess their current preparation practices, presentation strengths, audience challenges, and areas for improvement.</p> <p><b>Customer or Seller? Challenge</b></p> <p>Teams evaluate presentation statements and determine whether they are seller-centered or customer-centered.</p>



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	<p>prospecting, discovery, solution development, negotiation, and closing</p> <ul style="list-style-type: none"> <li>• Why presentation quality depends on preparation and customer understanding</li> <li>• Clarifying the desired presentation outcome</li> <li>• Understanding the customer’s business, situation, priorities, needs, and desired results</li> <li>• Identifying the presentation audience</li> <li>• Users, influencers, technical evaluators, gatekeepers, procurement personnel, decision-makers, and executives</li> <li>• Understanding stakeholder interests, concerns, and success measures</li> <li>• Identifying what the audience already knows and still needs to understand</li> <li>• Tailoring the level of technical and commercial detail</li> <li>• Anticipating customer questions, risks, objections, and alternatives</li> <li>• Determining the presentation format, available time, venue, and technology</li> <li>• Identifying the single most important message</li> <li>• Establishing credibility before attempting persuasion</li> <li>• Avoiding common sales presentation mistakes</li> <li>• Developing a confident and customer-focused presenter mindset</li> </ul>	<p><b>Audience and Stakeholder Mapping Activity</b></p> <p>Participants identify the likely expectations, concerns, influence, and required information of different customer stakeholders.</p> <p><b>Output:</b> Sales Presentation Preparation and Audience Analysis Map</p>
<p><b>10:00–10:15 AM</b></p>	<p style="text-align: center;"><b>Morning Break</b></p>	
<p><b>10:15 AM–12:00 NN</b></p>	<p><b>MODULE 2: STRUCTURING A CUSTOMER-CENTERED AND PERSUASIVE SALES STORY</b></p> <ul style="list-style-type: none"> <li>• Moving from information dumping to purposeful message design</li> <li>• Establishing a logical and persuasive presentation flow</li> </ul>	<p><b>Presentation Storyline Builder</b></p> <p>Participants organize a sales presentation around the customer’s situation, impact, desired outcome, proposed solution, value, proof, and next step.</p> <p><b>Feature-to-Value Translation Challenge</b></p>



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	<ul style="list-style-type: none"> <li>• Opening with relevance rather than a lengthy company history</li> <li>• Gaining attention through a customer issue, insight, question, opportunity, or meaningful observation</li> <li>• Establishing presentation context and purpose</li> <li>• Confirming the customer’s situation and priorities</li> <li>• Framing the customer’s problem, opportunity, or desired future state</li> <li>• Explaining the impact of the current situation</li> <li>• Introducing the proposed solution at the appropriate time</li> <li>• Connecting the solution with the customer’s needs</li> <li>• Translating features into advantages, benefits, value, and business outcomes</li> <li>• Communicating financial, operational, technical, strategic, and relationship value</li> <li>• Differentiating the recommendation from competitors and the status quo</li> <li>• Using evidence to strengthen credibility</li> <li>• Using stories, examples, analogies, case evidence, demonstrations, and customer scenarios</li> <li>• Simplifying complex and technical ideas</li> <li>• Organizing content around key messages rather than slide quantity</li> <li>• Creating smooth transitions between presentation sections</li> <li>• Summarizing the value proposition clearly</li> <li>• Ending with a specific and appropriate call to action</li> </ul>	<p>Teams convert product or service features into customer benefits and measurable business outcomes.</p> <p><b>Opening and Closing Laboratory</b></p> <p>Participants create relevant opening statements and clear calls to action for different sales situations.</p> <p><b>Output:</b> Customer-Centered Sales Presentation Storyboard</p>
<p><b>12:00 NN–1:00 PM</b></p>	<p style="text-align: center;"><b>Lunch Break</b></p>	
<p><b>1:00–3:00 PM</b></p>	<p><b>MODULE 3: DESIGNING AND DELIVERING THE PERSUASIVE</b></p>	<p><b>Slide Rescue Challenge</b></p>

## SALES PITCH

- Understanding the role of slides and visual aids
- Designing slides to support the presenter rather than replace the presenter
- Avoiding text-heavy, crowded, decorative, or confusing slides
- Creating one clear purpose per slide
- Using readable text and visual hierarchy
- Selecting relevant images, diagrams, charts, and graphics
- Presenting numbers, comparisons, trends, and return-on-investment information clearly
- Simplifying data-heavy and technical slides
- Using customer-relevant headlines rather than generic slide labels
- Maintaining brand consistency without allowing branding to dominate the message
- Using demonstrations, samples, prototypes, and supporting materials effectively
- Avoiding overdependence on presentation technology
- Delivering with confidence and credibility
- Using voice projection, pace, pauses, tone, and emphasis
- Applying professional posture, gestures, facial expressions, and movement
- Maintaining natural eye contact
- Speaking from key points rather than reading slides or scripts
- Reducing filler words, distracting movements, and nervous habits
- Managing presentation anxiety and pressure

Participants evaluate and improve examples of cluttered, seller-centered, or confusing sales slides.

## Voice and Presence Laboratory

Participants practice vocal variety, pauses, emphasis, eye contact, posture, movement, and confident delivery.

## Persuasive Pitch Practice

Participants deliver selected portions of a sales presentation and receive focused feedback on clarity, relevance, credibility, and engagement.

**Output:** Sales Presentation Delivery and Visual Design Checklist

	<ul style="list-style-type: none"> <li>• Building audience connection and conversational energy</li> <li>• Involving the audience through questions, participation, demonstrations, and discussion</li> <li>• Adjusting the presentation based on audience reactions</li> <li>• Managing time without rushing important messages</li> </ul>	
<p><b>3:00–3:15 PM</b></p>	<p><b>Afternoon Break</b></p>	
<p><b>3:15–5:00 PM</b></p>	<p><b>MODULE 4: HANDLING THE AUDIENCE, GAINING COMMITMENT, AND DELIVERING THE FINAL PITCH</b></p> <ul style="list-style-type: none"> <li>• Understanding that persuasion continues after the formal presentation</li> <li>• Preparing for audience questions and concerns</li> <li>• Listening to the complete question before answering</li> <li>• Clarifying vague, broad, technical, or emotionally expressed questions</li> <li>• Responding clearly, directly, and concisely</li> <li>• Handling questions when the answer is not immediately available</li> <li>• Managing dominant, skeptical, silent, distracted, or highly technical audience members</li> <li>• Responding to interruptions and unexpected discussion</li> <li>• Handling price, risk, timing, fit, authority, trust, and competitor concerns</li> <li>• Avoiding defensive, argumentative, or evasive responses</li> <li>• Using evidence and customer value when responding</li> <li>• Recognizing verbal and nonverbal buying signals</li> <li>• Checking understanding and audience readiness</li> </ul>	<p><b>Audience Question Challenge</b></p> <p>Participants respond to common questions, concerns, interruptions, and stakeholder reactions.</p> <p><b>Integrated Sales Pitch Simulation</b></p> <p>Participants or teams deliver a concise customer-centered sales presentation incorporating the opening, customer situation, solution, value, proof, delivery techniques, and call to action.</p> <p><b>Structured Feedback Round</b></p> <p>Facilitator and peers provide developmental feedback using agreed presentation criteria.</p> <p><b>Final Outputs:</b></p> <ol style="list-style-type: none"> <li>1. Customer-Centered Persuasive Sales Pitch</li> <li>2. Personal Sales Presentation and Persuasive Pitching Improvement Plan</li> </ol>

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|--|---|--|
|  | <ul style="list-style-type: none"><li>• Summarizing agreed needs, value, and business outcomes</li><li>• Delivering a confident call to action</li><li>• Asking for an appropriate commitment</li><li>• Agreeing on decision requirements and next steps</li><li>• Confirming responsibilities, timelines, documents, and follow-up</li><li>• Recovering from mistakes, equipment problems, or forgotten content</li><li>• Following up after a sales presentation</li><li>• Learning from audience feedback and presentation results</li></ul> |  |
|--|---|--|

## TRAINING METHODOLOGY

The program uses the MSS EnterTRAINment approach, combining practical instruction, active participation, realistic sales situations, presentation practice, developmental feedback, and enjoyable experiential learning.

The methodology includes:

- Interactive lecturettes and facilitated discussions
- Sales presentation self-assessment
- Customer and stakeholder analysis
- Presentation-purpose clarification
- Customer-centered message development
- Sales presentation storyboarding
- Feature-to-value translation exercises
- Value-proposition workshops
- Opening and closing statement practice
- Business storytelling exercises
- Technical information simplification
- Slide evaluation and redesign challenges
- Voice and body language drills
- Audience-engagement activities
- Question-and-answer simulations
- Persuasive pitching role plays
- Individual or team sales presentations
- Peer observation and structured feedback
- Facilitator coaching and guided debriefing
- Personal improvement action planning

The program may be customized using the organization's actual:

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- Products and services
- Target customers
- Customer industries
- Value propositions
- Sales presentations
- Proposal templates
- Product demonstrations
- Technical information
- Common objections
- Competitor comparisons
- Customer decision criteria
- Presentation formats and sales cycles

## KEY PROGRAM DESIGN STRENGTHS

- Integrates sales presentation design, persuasive communication, and confident delivery
- Moves participants from product-centered presentation to customer-centered value communication
- Strengthens understanding of audience and stakeholder needs
- Develops a logical and persuasive sales presentation structure
- Helps participants translate features into measurable business value
- Covers both message design and physical delivery
- Improves technical, data-heavy, and executive-level presentations
- Includes practical slide-design and visual-communication principles
- Develops professional influence without encouraging manipulation
- Strengthens storytelling, examples, demonstrations, and proof
- Includes audience engagement, question handling, and objection response
- Connects sales presentations with customer commitment and next steps
- Provides realistic practice with coaching and structured feedback
- Applicable to B2B, B2C, technical, institutional, retail, professional-service, project-based, and solution-selling environments
- Produces presentation tools and outputs that can be applied immediately

## WHO SHOULD ATTEND

This Sales Presentation and Persuasive Pitching Training Program is suitable for:

- Sales representatives
- Sales executives
- Account executives
- Account managers
- Key account managers
- Business development professionals

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- Technical sales professionals
- Solutions consultants
- Relationship managers
- Corporate and institutional account officers
- Product specialists
- Customer success professionals with growth responsibilities
- Entrepreneurs and business owners
- Sales supervisors and managers
- Employees responsible for presenting products, services, proposals, recommendations, or business solutions

## EXPECTED TRAINING OUTPUTS

At the end of the program, participants will produce:

### 1. Sales Presentation Preparation and Audience Analysis Map

A practical guide covering the presentation purpose, desired outcome, customer situation, audience roles, stakeholder priorities, possible concerns, and presentation requirements.

### 2. Customer-Centered Sales Presentation Storyboard

A structured presentation flow covering:

- Opening
- Customer situation
- Problem or opportunity
- Business impact
- Desired outcome
- Proposed solution
- Customer value
- Differentiation
- Proof
- Call to action

### 3. Sales Presentation Delivery and Visual Design Checklist

A practical checklist covering slide clarity, visual hierarchy, data presentation, voice, body language, eye contact, audience engagement, and time management.

### 4. Customer-Centered Persuasive Sales Pitch

A concise sales presentation demonstrating the participant's ability to connect the proposed solution with customer needs and desired outcomes.

## 5. Personal Sales Presentation and Persuasive Pitching Improvement Plan

A practical action plan identifying specific presentation behaviors, content improvements, practice activities, and follow-through commitments.

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### WHAT IS SALES PRESENTATION TRAINING?

Sales Presentation Training develops the ability to plan, organize, design, and deliver customer-centered presentations that communicate the relevance, value, credibility, and differentiation of a product, service, proposal, or solution.

It may cover:

- Audience analysis
- Presentation objectives
- Message development
- Sales-story structure
- Value propositions
- Slide design
- Storytelling
- Data presentation
- Vocal and physical delivery
- Audience engagement
- Question handling
- Calls to action
- Customer commitment

Sales presentation skills combine sales knowledge, business communication, visual design, audience understanding, and persuasive delivery.

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### WHAT IS PERSUASIVE PITCHING?

Persuasive pitching is the ability to present an idea, recommendation, product, service, proposal, or solution in a way that helps an audience understand:

- Why the matter deserves attention
- What problem or opportunity exists
- What action is recommended
- What value may be created
- Why the proposed approach is credible
- Why the audience should support the next step

Persuasive pitching is not manipulation. Ethical persuasion relies on relevance, clarity, evidence, credibility, transparency, and customer value

## SALES PRESENTATION VERSUS SALES PITCH

Sales Presentation	Sales Pitch
May provide a detailed explanation of a product, service, proposal, or solution	Usually communicates the central value proposition more concisely
May last from several minutes to an hour or more	May range from a few seconds to several minutes
Often uses slides, demonstrations, evidence, and structured sections	May be delivered verbally, visually, or conversationally
May address several stakeholders and decision criteria	Often aims to create interest or gain a specific next step
Frequently occurs after some customer discovery	May occur during prospecting, networking, meetings, or formal presentations
Explains the complete recommendation	Emphasizes the most persuasive reason to engage or proceed

Both should be tailored to the customer and focused on relevant value.

## SALES PRESENTATION VERSUS PRODUCT PRESENTATION

Product Presentation	Customer-Centered Sales Presentation
Begins with the company or product	Begins with the customer's situation or priority
Explains many features	Selects the features relevant to the customer
Focuses on what the seller offers	Focuses on what the customer needs to achieve
May use the same slides for every audience	Is tailored to the customer and stakeholders
Describes capabilities	Connects capabilities with business outcomes
Attempts to impress through information volume	Creates clarity through relevant information
Ends after explaining the product	Ends with an appropriate commitment or next step

## THE CUSTOMER-CENTERED SALES PRESENTATION FLOW

### 1. Open with Relevance

Gain attention using:

- A customer priority
- A meaningful question
- An industry insight

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- A current challenge
- A business opportunity
- A relevant observation

## 2. Establish the Context

Clarify:

- Why the discussion is happening
- What the customer wants to achieve
- What has already been learned
- What the presentation will address

## 3. Frame the Customer Situation

Describe:

- Current conditions
- Problems or opportunities
- Business impact
- Stakeholder concerns
- Desired outcomes

## 4. Present the Recommendation

Explain:

- The proposed approach
- Relevant components
- How it addresses the identified need
- What implementation may involve

## 5. Communicate Customer Value

Connect the solution with:

- Revenue
- Cost savings
- Productivity
- Quality
- Speed
- Compliance
- Risk reduction
- Customer experience
- Employee capability
- Strategic growth

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## 6. Differentiate Credibly

Explain why the proposed approach is appropriate through:

- Relevant expertise
- Process or methodology
- Service capability
- Technology
- Support
- Experience
- Evidence
- Customer fit

## 7. Provide Proof

Use:

- Data
- Demonstrations
- Case evidence
- References
- Testimonials
- Credentials
- Samples
- Results
- Risk-reduction measures

## 8. Address Concerns

Clarify:

- Questions
- Risks
- Requirements
- Objections
- Decision barriers

## 9. Ask for the Next Step

Request an appropriate commitment such as:

- A discovery meeting
- A technical evaluation
- A product demonstration
- A proposal review
- Stakeholder consultation

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- Pilot implementation
- Commercial discussion
- Purchase or contract approval

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## DEVELOPING THE SALES PRESENTATION MESSAGE

A strong presentation message should answer:

1. What matters most to this customer?
2. What situation, need, or opportunity are we addressing?
3. Why does it matter?
4. What result does the customer want?
5. What are we recommending?
6. How does the recommendation create value?
7. Why should the customer believe us?
8. What should happen next?

The presentation should not attempt to communicate every available piece of information.

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## TRANSLATING FEATURES INTO CUSTOMER VALUE

### Feature

A characteristic, component, capability, specification, or function of the offer.

### Advantage

What the feature allows the product, service, or solution to do.

### Benefit

How the advantage helps the customer.

### Business Value

The measurable or strategically important outcome the customer may receive.

### Example

**Feature:** Automated reporting dashboard

**Advantage:** Consolidates real-time information

**Benefit:** Managers can review performance without manually combining reports

**Business Value:** Faster decisions, reduced administrative time, and improved reporting accuracy

Participants learn to present value without making unsupported or unrealistic promises.

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## COMMON TYPES OF SALES PITCHES

The program may be customized around:

### **Elevator Pitch**

A concise introduction designed to create sufficient interest for a longer conversation.

### **Prospecting Pitch**

A brief message used to initiate contact and request an appropriate next step.

### **Discovery Meeting Introduction**

A short presentation that establishes credibility and frames the customer discussion.

### **Product or Service Pitch**

A customer-centered explanation of a relevant offer.

### **Solution Pitch**

A presentation connecting multiple capabilities with a defined customer problem or opportunity.

### **Executive Pitch**

A concise, high-level presentation focused on business impact, strategic relevance, risks, and decisions.

### **Technical Pitch**

A detailed presentation addressing functionality, specifications, implementation, integration, quality, security, or compliance.

### **Proposal Presentation**

A structured presentation explaining the customer situation, recommendation, value, commercial terms, and implementation approach.

### **Investor or Partnership Pitch**

A presentation designed to gain investment, collaboration, distribution, sponsorship, or strategic support.

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## PRESENTING TO DIFFERENT CUSTOMER STAKEHOLDERS

### **Executives**

May prioritize:

- Strategic alignment
- Business impact

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- Financial value
- Risk
- Speed
- Competitive advantage

**Users**

May prioritize:

- Ease of use
- Practicality
- Support
- Workload impact
- Reliability
- Daily experience

**Technical Evaluators**

May prioritize:

- Specifications
- Compatibility
- Security
- Quality
- Compliance
- Implementation

**Procurement**

May prioritize:

- Commercial terms
- Supplier capability
- Process compliance
- Pricing
- Risk
- Contract conditions

**Finance**

May prioritize:

- Cost
- Return on investment
- Cash flow
- Financial risk
- Budget

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- Payment terms

The presenter should maintain one coherent value proposition while addressing stakeholder-specific interests.

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## USING STORIES IN SALES PRESENTATIONS

A relevant sales story may contain:

1. A customer or business context
2. A recognizable challenge
3. The impact of the challenge
4. The action taken
5. The result achieved
6. The lesson or relevance to the audience

Stories should be:

- Truthful
- Relevant
- Concise
- Easy to understand
- Appropriate to the audience
- Connected with the central sales message

Stories should not expose confidential customer information without permission.

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## PRESENTING SALES DATA EFFECTIVELY

When presenting numbers, the salesperson should:

- Explain why the data matters
- Highlight the key insight
- Avoid presenting unnecessary figures
- Use relevant comparisons
- Clarify the source and assumptions
- Distinguish estimates from verified results
- Avoid misleading scales or visual manipulation
- Connect the data with customer impact
- Allow the audience time to understand important information

A chart should communicate a message, not merely decorate a slide.

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## SALES SLIDE DESIGN PRINCIPLES

Effective sales slides should:

- Support one main message at a time
- Use clear and descriptive headings
- Prioritize customer-relevant information
- Limit unnecessary text
- Use readable fonts
- Maintain sufficient visual contrast
- Present charts and numbers clearly
- Use high-quality and relevant visuals
- Avoid distracting animations
- Maintain appropriate brand consistency
- Provide enough space for visual clarity
- Be understandable without overwhelming the audience

The presenter—not the slide—should lead the conversation.

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## HANDLING QUESTIONS DURING A SALES PRESENTATION

A professional response process may include:

### 1. Listen

Allow the customer to complete the question.

### 2. Clarify

Confirm what the customer is asking when necessary.

### 3. Acknowledge

Recognize the relevance or importance of the concern.

### 4. Respond

Provide a clear, direct, and customer-relevant answer.

### 5. Support

Use evidence, examples, data, demonstrations, or documentation when appropriate.

### 6. Check

Confirm whether the response addressed the concern.

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## 7. Advance

Return to the presentation or agree on the next action.

A presenter should not invent an answer when accurate information is unavailable.

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## SALES PRESENTATION CALLS TO ACTION

A sales presentation may request:

- Agreement to continue the discussion
- Access to additional stakeholders
- A technical evaluation
- A product demonstration
- A pilot project
- Submission of required documents
- A proposal review
- A commercial negotiation
- Approval of the recommendation
- Contract preparation
- Purchase confirmation
- A scheduled follow-up meeting

The call to action should match the customer's readiness and the stage of the sales process.

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## COMMON SALES PRESENTATION MISTAKES

Sales professionals may weaken their presentations when they:

- Begin with a lengthy company history
- Use the same presentation for every customer
- Present before completing sufficient discovery
- Include every product feature
- Read directly from the slides
- Use unclear or cluttered visuals
- Overuse jargon and technical terms
- Speak continuously without involving the audience
- Exaggerate benefits
- Make unsupported claims
- Criticize competitors unprofessionally
- Ignore stakeholder differences
- Avoid customer questions
- Become defensive during objections

- Present excessive data without interpretation
- Focus on presentation performance rather than customer understanding
- Rush through the call to action
- End with “That is all” rather than an agreed next step
- Fail to follow up after the presentation

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## **ETHICAL PERSUASIVE PITCHING PRINCIPLES**

Professional sales presenters should:

- Present accurate and verifiable information
- Avoid false claims, manufactured urgency, and misleading comparisons
- Disclose important conditions and limitations
- Protect customer and organizational confidentiality
- Avoid promising results the organization cannot guarantee
- Recommend solutions that genuinely fit the customer’s needs
- Respect the audience’s right to question and decide
- Distinguish facts from assumptions and projections
- Use evidence responsibly
- Represent competitors fairly
- Confirm that internal teams can deliver promised commitments
- Protect the long-term customer relationship

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## **WHAT THIS PROGRAM IS NOT**

This program is not limited to:

- Memorizing a sales script
- Making attractive PowerPoint slides
- Speaking loudly and confidently
- Giving a company presentation
- Listing product features
- Delivering aggressive sales pitches
- Manipulating customer emotions
- Using exaggerated claims
- Performing without understanding the customer
- Reading prepared marketing materials
- Pressuring audiences to decide immediately

It is a practical process for understanding the audience, structuring a persuasive message, communicating customer value, delivering confidently, addressing concerns, and gaining an appropriate next commitment.

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## WHY SALES PRESENTATION AND PERSUASIVE PITCHING TRAINING MATTERS

Organizations may invest significant resources in products, services, marketing, prospecting, customer meetings, proposals, and business development. However, opportunities can still be lost when sales professionals cannot communicate value clearly and persuasively.

A practical **Sales Presentation and Persuasive Pitching Training in the Philippines** helps participants move from:

- Generic presentations to tailored customer conversations
- Company-centered introductions to customer-centered openings
- Feature lists to measurable business value
- Information overload to clear message prioritization
- Text-heavy slides to purposeful visual communication
- Script reading to confident delivery
- One-way talking to audience engagement
- Unsupported claims to credible evidence
- Defensive answers to professional question handling
- Weak endings to clear calls to action
- Presentation activity to customer commitment and sales progress

## COMMON SALES PRESENTATION AND PERSUASIVE PITCHING TOPICS

The program may include or be customized around:

- Sales presentation skills
- Presenting in sales
- Persuasive pitching
- Pitching persuasively
- Customer-centered sales presentations
- Sales presentation planning
- Audience analysis
- Sales message development
- Sales presentation structure
- Sales storytelling
- Value-proposition presentation
- Feature-to-benefit communication
- Business-value communication
- Executive sales presentations
- Technical sales presentations
- Proposal presentations
- Product demonstrations

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- Slide design for sales
- Data presentation
- Voice and body language
- Presentation confidence
- Audience engagement
- Question handling
- Objection response
- Calls to action
- Sales pitch simulations

## RECOMMENDED FOLLOW-THROUGH PROGRAMS

- Consultative Selling and Solution Selling
- Sales Negotiation, Objection Handling, and Closing
- Sales Prospecting and Lead Generation
- B2B Sales and Business Development
- Key Account Management
- Value-Based Selling
- Influencing and Persuasion Skills
- Business Storytelling
- Presentation Skills
- Proposal Writing
- Business Communication
- Customer Relationship Management
- Sales Management, Leadership, and Coaching

## FREQUENTLY ASKED QUESTIONS

### **What is Sales Presentation Training?**

Sales Presentation Training teaches participants how to prepare, structure, design, and deliver customer-centered presentations that communicate value, credibility, differentiation, and an appropriate call to action.

### **What is Persuasive Pitching Training?**

Persuasive Pitching Training develops the ability to present ideas, products, services, proposals, or solutions in a clear, relevant, credible, and compelling manner that helps audiences make informed decisions.

### **What is the difference between a sales presentation and a sales pitch?**

A sales presentation is usually more detailed and structured, while a sales pitch may be shorter and focused on the central reason a prospective customer should continue the conversation or take the next step.

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**Who should attend this program?**

The program is suitable for sales representatives, account executives, account managers, business development professionals, technical sellers, solutions consultants, entrepreneurs, relationship managers, product specialists, and other customer-facing employees.

**Is this suitable for B2B sales professionals?**

Yes. The program is particularly relevant to B2B, technical, institutional, industrial, professional-service, project-based, and solution-selling environments involving multiple stakeholders.

**Can the program be used for B2C and retail sales?**

Yes. The customer analysis, message structure, benefit communication, delivery, audience engagement, and persuasive-pitching principles can be customized for consumer and retail environments.

**Does the training cover PowerPoint or slide design?**

Yes. Participants learn practical principles for creating clear, relevant, professional, and audience-friendly sales slides. The program is not a software tutorial but focuses on message and visual effectiveness.

**Does the program include actual presentation practice?**

Yes. Participants practice selected presentation sections and complete an integrated persuasive sales pitch, subject to the available schedule and number of participants.

**Does it cover technical presentations?**

Yes. Participants learn how to simplify technical information while retaining the level of accuracy and detail required by technical evaluators.

**Does it cover executive presentations?**

Yes. The program addresses concise, business-focused presentations centered on strategic value, financial impact, risk, recommendations, and decisions.

**Does the program teach objection handling?**

It covers responding to questions and concerns during or after a presentation. A separate Sales Negotiation, Objection Handling, and Closing program may provide deeper practice.

**Can participants use their existing sales presentations?**

Yes. Subject to confidentiality requirements, participants may bring existing presentations, proposals, product pitches, or anonymized customer cases for application activities.

**Can the training be customized?**

Yes. The examples, activities, stakeholder profiles, value propositions, pitch scenarios, technical content, customer concerns, and presentation criteria may be customized around the organization's actual sales environment.

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**What outputs will participants produce?**

Participants develop a Presentation Preparation and Audience Analysis Map, Customer-Centered Presentation Storyboard, Delivery and Visual Design Checklist, Persuasive Sales Pitch, and Personal Improvement Plan.