### Play #17 Exercise: Creating Your Sales Presentations

For this exercise, we’ll assume this is the initial Sales Presentation for a company. Use the information in this Play, particularly the section “Keys to Creating and Delivering an Effective Sales Presentation,” to tell your story.

**Note:** For your reference, the Sales Presentation for Entrepreneurs’ Growth Group and *The Entrepreneur’s Game Plan* are shown on our website ([www.egg-coach.com](http://www.egg-coach.com)).

1. Depending on your type of business (Brick-and-Mortar or Online), decide which three to five presentations to create.

* Full Presentation. Mainly for Brick-and-Mortar businesses.
* Abridged Presentation. Mainly for Brick-and-Mortar businesses.
* Video Presentation. For both Brick-and-Mortar and Online businesses.
* “For More Information” Presentation.
* Elevator Pitch. For both Brick-and-Mortar and Online businesses.

1. Create your full presentation (if applicable) and outline it here.
2. Create your abridged presentation (if applicable) and outline it here.
3. Create your video presentation and include a link to it here.
4. Create your “for more information” presentation and include a link to it here.
5. Create your elevator pitch and copy it here.