

Perfect Pitch

Sometimes, a piece of business, an investment or a business relationship is so valuable to you that you want to take serious time out to prepare for it.

Ideally, you would want to approach every pitch in such an organised and thorough way, but the pressures of day to day business mean that this isn't always possible. Pitching can be costly, in time, resources and people, so it's important to win as many as possible, or choose not to pitch when you can't win.

This is a structured yet customised workshop that leads to the best possible chances of success in your pitch. We begin by looking at the commercial and competitive background to the pitch to ensure it's not just a good pitch; it's a winning pitch. By working through the pitch itself and then rehearsing it to fine tune your delivery, you will ensure that you deliver your winning pitch in the best possible way.

You can't control your client's decision, but you can stack the odds in your favour. And once you've been through this process once, you can learn how to apply it to every pitch with the result that you win more pitches and win more business, more cost effectively.

Course Contents

- Building the foundation – understanding the commercial and competitive background
- Building the pitch – shaping the pitch design and format to target the client's decision points
- Shaping the pitch – rehearsing and fine tuning the delivery to make it clean and effective

Target Audience

- All staff involved in the delivery of a critical pitch

The Pitch Doctor

The Pitch Doctor - Paul Boross - and his team of professional trainers have one mission: to help you win business.

How? By coaching you in the art and science of pitching. By showing you how to present yourself, your company and your product to optimal effect. By equipping you with a toolkit of psychology, NLP, performance, communication and storytelling techniques that not only deliver commercial results, but build relationships and keep clients coming back for more.

In short, by giving you the skills to win and the confidence to dare to.