

## “ How to Win a Pitch ”

This two-day workshop is geared towards helping professionals successfully close the sale. New business presentations, short-list interviews and competitive sales pitches all require the ability to connect with potential clients better than the competition. Attendees learn to:

**Deliver great sales presentations.** Each step is enhanced with on-camera exercises combined with specific feedback and individualized coaching.

- **Organize a simple, persuasive message.**
  - Limit messages to a few key listener-centered points.
  - Effectively use stories, analogies and other examples to persuade.
- **Deliver in a style that connects.**
  - Speak with passion and make strong eye contact.
  - Project a professional image and exude a leadership presence.
- **Answer questions to inspire confidence.**
  - Prepare for, embrace and handle Q&A.
  - Keep responses simple rather than getting lost in the weeds.

**Win as a team.** Teams learn how to:

- **Effectively prepare as a team.**
  - Create, prepare and rehearse a successful sales presentation.
- **Field questions as a team.**
  - Prepare for Q&A.
  - Field and delegate questions to the appropriate team members.
- **Deliver a new business pitch as a team.**
  - Through a realistic simulation, experience all aspects of a new business pitch in front of an audience.

All participants receive a digital copy of their on-camera exercises, a course workbook, and a copy of Joey Asher's book *How to Win a Pitch*.