



SALES FORCE TRANSFORMATION PITCH TO WIN

Your company has been “short listed” as a potential supplier for a major piece of business. The customer has invited you and your team to “pitch” for the business. How do you differentiate your company from the competition when your solutions are similar? Do you have the strategies and skills that are required to “Pitch to Win”?

The Pitch to Win workshop provides participants with the strategies and confidence to build powerful and influential pitches. Leveraging the learning from the Communicating with Confidence workshop, Pitch to Win focuses on three key areas essential for successful pitches: understanding the business challenges, building persuasive messages and presenting the pitch cohesively with confidence.

*Pre-requisite: Communicating with Confidence

OUTCOMES

The participants of the Pitch to Win workshop will:

- Understand the elements of a good pitch
- Explore the tools, tactics and strategies for developing a stakeholder analysis
- Learn the importance of uncovering real and hidden customer challenges
- Recognize external influences that may impact the success of the pitch
- Build stronger discovery and recommendation skills
- Learn how to assemble the best pitch team
- Understand the importance of rehearsals
- Experience the process of building a pitch, synchronizing the team presentation and delivering a “Pitch to Win”

This workshop is highly interactive. On the third day of this workshop, participants practice building and delivering a pitch based on a client specific challenge. Group size is limited to 15 participants.