



CL NETWORK

LEAD · INSPIRE · ACHIEVE

Pitch to Win

3-DAY In-Person Corporate Training Workshop

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 and the Strategic Impact Selling 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.

OUTCOME

The participants of the the “Pitch to Win” workshop will:

- Understand the elements of a winning 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”

Pre-requisite: Communicating with Confidence and Strategic Impact Selling

This workshop is highly interactive. The “Pitch Cup Challenge” is conducted on the third day. Teams build and deliver a customer pitch to win their business. The pitch is presented to company executives or an actual customer to increase the competitive pressure similar to a real pitch.

Group size is limited to 15 participants.