



Training
programme

SALES PITCHES

in-room
or on-line

- **OBJECTIVES** ▶ *Win or retain major customers more often.*
- **CONVICTIONS** ▶ A successful pitch can be the deciding factor for winning or retaining a client.
▶ Optimising content, strength, and form greatly increases the chances of success.
▶ With the right method, everyone can make rapid progress in these 3 areas.
▶ The time to invest is counted in days, the contracts won often last for years.
- **TARGETS** ▶ Leaders, managers, experts, teams, making in-room and/or on-line B2B sales pitches. From young managers to seasoned speakers, all make significant progress in this training.
▶ Prerequisite: having a minimum of experience in presenting in-room or on-line.
- **ORGANISATION** ▶ **15 hours in-room:** 2 full days, 2 senior trainers, 2 rooms, fast paced training. The right choice for in-room presentations and for a stronger teambuilding effect.
▶ **or 18 hours on-line:** 4 mornings 9h-12h45 + 45mn individual feedback each afternoon. The right choice for on-line pitches and for in-depth and relaxed private coaching.
- **CONTENT**
 1. Enhance your professional **image**, both in public and on-line. Identify the specific improvements that will enable you to be better perceived. Leverage your verbal and non-verbal assets, to appear more comfortable and to project a greater personal **credibility**.
 2. Present a **message** in a convincing way: idea, project, activity, method, report, service. Experiment improvements compared to your preceding presentation in the training. Grab attention from your first words and keep it until the end. Conclude with **impact**, using a rhetorical method to win support.
 3. Use a proven **structure** to save a lot of time when you prepare B2B presentations. Ask rhetorical questions, highlight the reasoning and stories that lead to your key-points. Organise, clarify, simplify, and illustrate your data, concentrate and recap your key-points. Be able to move away from your slides and make your pitch **memorable**.
 4. Improve your **assertiveness** and prove resilient in the face of questions and objections. Deliver a successful 3-part presentation, incorporating the new techniques proposed. Find the right **balance** between solidity and diplomacy to defend your ideas. Keep your composure under pressure, rather than being destabilised.
- **METHOD** ▶ You benefit from explanations, examples and exercises to acquire the Forplus toolbox. You have allocated times to prepare and to deliver presentations to the group.
▶ You review your videos, in private with a senior trainer, who gives you personal feedback. At each video review, you receive precise recommendations from the trainer and you set a priority for improvement, that you will implement in the next exercise.
▶ So, exercise after exercise in the training, you experiment and integrate your learnings. You evaluate yourself and the training: at start, at the end, and 1 month later.
▶ In case of a disability, please contact us to arrange accommodation.