

Synergy *Greek: synergos – working together...of two or more agents to produce an effect greater than the sum of their individual effects*

PITCHING TO WIN

2024

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This programme can be tailored

Participants can complete an Insights Discovery questionnaire via the Consulting website prior to attendance on the programme. A personal, individual report provides comprehensive feedback on their communication style

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PITCHING TO WIN

1-2 day programme incorporating video and feedback

FEATURES

- ✓360 video feedback & coaching
- ✓Building your individual 'brand'
- ✓How to create attention & impact
- ✓Why pitches succeed and fail - differentiating your pitch
- ✓Linking confidence to competence, credibility, concern and connection
- ✓Design - planning for success & finding the heart of the pitch
- ✓Constructing messages that work & stick! Connecting with clients
- ✓Shape your performance to create a memorable impact & close effectively
- ✓Technical tips - slides, projectors, screens, hand-outs, pitch books etc.
- ✓Q & A - handling the unexpected
- ✓Receive personal feedback on your strengths & capabilities

OBJECTIVES

A consistent ability to:

1. Deliver a professional pitch
2. Achieve your planned goal
3. Manage yourself to hi-performance
4. Improve conversion rates

RESULTS

A greater self-awareness & aura
 Increased self-confidence in pitches
 Ability to deliver more persuasive pitches
 Improved vocal quality & projection
 Win more pitches - improve conversions
 More innovation, enthusiasm & poise

TOOLS

Self-assessment presentation document
 Pre-pitch checklist
 Your personal performance DVD

SUCCESSFUL PITCHING TECHNIQUES

CONTENT:

1. The confidence cycle - being prepared
2. The 5 key perceptions to shape when pitching
3. 4 Power points: Preparation-Practice-Presence-Perspective
4. The difference between purpose and objective. How to inspire action from clients from the beginning!
5. The FAB concept & decision making drivers - structuring your proposition for maximum impact. Using pitch books for best effect.
6. Openings, endings & the body of your pitch
7. Six Influencing steps - Attention, Need, Proposition, Satisfaction, Visualisation, Action
8. Attention steps - differentiating your pitch - ways to stand out, demonstrate competence, credibility & improve conversion rates
9. Researching the client story, understanding their strategic needs and priorities
10. The power of story-telling and adapting techniques for pitching your proposition
11. Using effective probing techniques to identify real benefits and motivating clients to take action
12. Delivering the message effectively - body language, voice, words
13. A self-assessment tool to improve performance and communication technique going forward
14. Connecting with clients - The Insights Discovery model
15. Making your presentation interactive
16. Understanding your and others' communication preferences
17. Handling objections, doubts & concerns - linking to closing
18. Question & Answer sessions
19. Slides, video and equipment - achieving the right impact
20. Making it memorable - tips, ideas, 'insider' secrets!

This programme has been delivered worldwide to senior Bankers and corporate executives