

Course Outline

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

2025–26

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This programme can be tailored

Course Outline

5

PITCHING TO WIN

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 a report & 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
 18-page Personal communication report
 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 'Tree' concept – structure 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. Delivering the message – body language, voice, words
10. A self-assessment tool to improve performance and communication technique going forward
11. Connecting with clients – Insights Discovery model
12. Making your presentation interactive
13. Understanding your and others' communication preferences
14. Handling objections, doubts & concerns – linking to closing
15. Question & Answer sessions
16. Slides, video and equipment – achieving the right impact
17. Making it memorable – tips, ideas, 'insider' secrets!

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

EACH PARTICIPANT WILL RECEIVE 1:1 FEEDBACK ON THEIR REPORT & THEIR CAPABILITIES BASED ON THEIR VIDEO PERFORMANCES WITH GUIDANCE ON SETTING ACTION PLANS

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