

- *Improve your pitching skills in a virtual world*
- *Experience 'live' recording and personal feedback*
- *Understand how to adapt and influence elegantly*
- *Receive a 20-page report on your communication style*



## Pitching to Win

### AIM

To demonstrate to experienced personnel how to leverage their skills, knowledge and personality in a pitching context in order to differentiate the bank and its solutions to clients in a manner that will increase conversion success.

### OVERVIEW & DRIVING THEMES

- Preparation for pitching
- The APPA pitching format (Attention, Proposition, Problems & Actions)
- Effective messaging skills
- The 5 key perceptions to shape in order to create trust
- Participant live video scenarios & feedback
- How to differentiate the Bank, yourself and get the client's attention
- The art of storytelling
- Adapting behaviour and the actual pitch in the moment
- Handling doubts, questions & objections
- Closing techniques

### LEARNING OBJECTIVES

Upon completion of this course participants will be able to:

- ✓ Analyse the client's needs and context and better translate their situation into an opportunity for the bank
- ✓ Position the bank's services and products as a solution to a problem rather than leading with product knowledge
- ✓ Apply a process for aligning the pitch to a client's communication goals and needs as the meeting progresses.
- ✓ Uncover more and better quality information during the pitch
- ✓ Remain flexible and responsive to client's priorities and interests during pitches
- ✓ Follow a 4-step process for preparing and delivering pitches (APPA)
- ✓ Clearly assess viability of a pitch and how to organise roles and resources

### KEY TOOLS & CONCEPTS

1. Pitch Assessment Tool – developing a winning strategy – critical benefit analysis, identifying client motivation factors, profiling client decision making styles, using the APPA formula.
2. Constructing the pitch. Attention step, Proposition step, Problems step, Action step
3. Success factors – Competence–Confidence–Credibility–Concern–Connection.
4. The Insights Discovery model – profiling client communication preferences

### Mike Gale – Profile

26 years' experience as a trainer, facilitator and motivational speaker.

A business background based on developing remote client relationships in Iberia, Central Europe, Scandinavia, Asia, Africa, India and the USA.

Synergy5 started with a desk and a telephone, cold calling 3,000 corporates – 200 calls per month to CEOs, MDs and SDs to convert initial meetings into pitching opportunities for new business.

Over 100 clients, from Jones Lang LaSalle to the BBC, Vodafone, McKinsey & Co, Morgan Stanley, Standard Chartered Bank, RBS, Comet, Dixons, the DTi, the US Navy, Standard Chartered Bank, John Wiley & Sons and Elekta PLC

Author of the Sales Manager's Desktop Guide – published by Thorogood in 2000

Accredited practitioner in DISC profiling and The Insights Discovery Behavioural Model

Annual keynote speaker for IOD Sales Conferences and other institutions such as the Fitness Industry Association and the Association of Personal Injury Lawyers.