

Developing & Delivering Winning Sales Pitches

1 Day WSP

OVERVIEW

Making a successful sales pitch begins long before the presentation itself. It requires strategic direction, careful preparation and meticulous rehearsal with the right people in order to ensure that their bid will stand out from the crowd. This one-day workshop takes participants through the pitching process, from the crucial foundations of understanding the client brief and requirements right through the vital preparation stages to the delivery of a confident, stylish bid presentation.

DESIGNED FOR

This course is for people who are involved in developing proposals and making client pitches, and in coordinating bid teams and sales presentations. It aims to equip them with specialised pitch development and delivery techniques that will give them the edge over business rivals.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Identify what constitutes a good pitch.
- Closely define their client's requirements.
- Develop their pitch strategy.
- Put together their pitch team.
- Create their pitch process.
- Prepare for their pitch.
- Rehearse and present their pitch in the right style.
- Follow up their pitch presentation.

TOPICS COVERED

Understand the pitch

- Understanding what the customer really wants
- Asking the right questions
- Research techniques
- Understanding your competitors

Developing your team

- Building a pitch timetable
- Creating the pitch team
- Team organisation, roles skills and responsibilities
- Creating the process

Planning your Campaign Strategy

- Developing your campaign strategy
- Communicating and tracking strategy to the team
- Creative tactics that help your pitch sparkle
- Choosing what type of pitch to make

Preparing the Pitch

- Selecting the right information for your pitch
- Developing and preparing your pitch team
- Preparing your presentation
- Getting the tone right
- Deciding what NOT to say
- Demonstrating added value
- Staging and rehearsing your pitch

The Finishing Touches

- Specialist presentation skills for rehearsing and delivering your pitch with confidence and style
- Using visual aids to best effect
- Verbal and non-verbal communications
- Handling questions and objections

What Next?

- Following up on your successful pitch
- Making the best of an unsuccessful pitch

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.