



Why should you choose this course?

This full day course teaches delegates how to pitch themselves and their company's products and services more effectively.

The course will focus on three key pitch situations:

- Elevator Pitch
- Presenting Your Business, and
- Pitching to Win.

The course will teach you how to pitch an idea, product or service using tools and approaches that will help you write and deliver more compelling pitches in future.

As well as spending time developing pitch skills, delegates will each give 3 pitches during the day, which will be filmed.

THE 3 PITCH SITUATIONS YOU WILL PERFECT:

ELEVATOR PITCH

The first time you meet someone in a business setting, and where you explain to them what you and your business does.

PRESENTING YOUR BUSINESS

Where you are asked to present your business by way of introduction.

PITCH TO WIN

The point during a pitch or a meeting when what you say and how you say it makes the difference between winning and losing. This might be similar to the conclusion or summary at a pitch, or in answer to the question: Why You?

WHO SHOULD ATTEND THIS COURSE?

The training course is focused on real-world situations. It is intended to help those who play a leading role in promoting their business, who recognise the importance of being good communicators and are open to constructive challenge.

WHAT IS THE COURSE OUTCOME?

By the end of the day attendees will:

- Leave armed with 3 clearer and better pitches;
- Will have learned how to write a more compelling benefit-focused pitch; and
- Will have a personal action plan to improve their pitch presentation skills.

Delegates will subsequently have access to video recordings of their pitches, and will be provided specific guidance to help them improve the quality and impact of their presentation.

WHAT IS THE COST?

Cost per delegate is £395 + VAT.

WHERE ARE COURSES RUN?

Course are usually run in a central London location, or can be held at your offices, if you prefer (subject to the number of delegates).

HOW DO I REGISTER?

Simply email Tony.Treacy@pitchfactory.com
Tony is MD of Pitch Factory. He will organise your course. If you want to discuss any aspect of the course you can also call him on +44 7904 155 618.



4 REASONS FOR ATTENDING THE COURSE

- You have deep technical knowledge and expertise about your sector and/or products, but are pitching to a broader business community who may not have the same technical insight, and feel you can improve your ability to communicate verbally;
- You find your role is evolving and requires you increasingly to be much more involved in presenting your business to clients at meetings, conferences and networking;
- You find you habitually talk about features and don't know how to write and deliver pitches and proposals that talk about client benefits; or
- You are a competent presenter but want someone to challenge the way you pitch because you believe you can get even better.

COURSE AGENDA:

Part One

What does a 'good' pitch read and sound like?

- What is the purpose of a pitch and what qualities make a good Pitch?
- Elevator Pitch
- The importance of knowing your audience
- How to structure a pitch

Part Two

Present Your Business

- 4 minutes to present you business
- Each pitch will be filmed, and after everyone has had their turn, the trainer will review and critique each pitch.

Part Three

Developing a Better Pitch

- 3 minutes to Pitch to Win.
- Each pitch will be filmed, and after everyone has had their turn, the trainer will review and critique each pitch.

WHO IS THE COURSE LEADER?

Tony Treacy is Managing Director of Pitch Factory. He brings a wealth of experience in marketing and communication gained working for international brands in both the business-to-business and business-to-consumer spaces and across many sectors including: accountancy, insurance, law firm, technology, retailing, drinks, FMCG and luxury goods over the last 28 years.

CPD ACCREDITATION

Pitch Factory is a member of Continuing Professional Development (CPD).

This content of this course has been certified by the CPD Certification Service as conforming to continuing professional development principles.



Certificate Number
A000000

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RELEVANT?



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