

## Pitch Perfect

### **What makes a pitch perfect?**

A great pitch is concise, focused and meets the needs of its target audience. A compelling value proposition is just the beginning.

You'll want to get across exactly how your product, business or idea solves a problem in a unique way. You'll need strong proof, provide evidence and use meaningful data. Your audience should see the potential for growth, profitability or customer satisfaction straight away.

You define your goal. We train you to use your voice, appropriate language, effective storytelling and how to create emotional connections. By the end of your training, you will pitch with purpose, confidence and maximum impact.

### **This course will be run by two expert trainers who will work with you to:**

- review the key processes in pitching
- plan for and deliver effective, client-focused pitches
- sharpen your active listening skills
- develop your analytical skills by observing live pitches
- make body language, eye contact and voice work for you
- handle question and answer sessions smoothly
- experience life 'on the other side' as part of a panel.

### **Course content**

The workshop is practice-driven. You will work together in teams to prepare a compelling pitch based on a live case study. In doing so, you will have the opportunity to perfect pitch content, develop key pitching and soft skills as well as reflect on your progress.

All of your pitches will be filmed; this provides an invaluable chance to self evaluate your performance. After the course, you will be sent a copy of your pitches along with a detailed report of your personal progress.

We have built a course which is practical, a course which is stimulating and a course which speaks directly to your professional needs. The workshop will be action packed, thought provoking and fun too! Please join us. provoking and fun too! Please join us.