



# THE INFLUENCE BUSINESS

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*Raise your level of influence*

## LOST PITCHES - WHAT WENT WRONG AND STEPS TO IMPROVE

### Overview

This **half-day programme** for **your pitch team** gives you the opportunity to examine a failed pitch where you believe 'presentation' may have been at least partly to blame. Prior to this programme, you will resurrect the presentation that was given in the lost pitch.

In the Rehearsal element:

- You will deliver the pitch meeting, as closely to the form it originally took (presentation or interview), including responses to questions raised. The 'client' will be represented by our Proposals Expert, assisted by one or two of your colleagues (fee earners, procurement, etc)

In the Post Mortem element:

- You will receive feedback on your performance from our Proposals Expert and from your colleagues (your colleagues will be given guidance on how this can be done effectively)
- You will review your own performance on the video and receive feedback from our Presentation Consultant
- Using this feedback and further guidance from our team, you will address the matters raised and deliver a second presentation. Again, you review your presentation on video and receive feedback raised and deliver a second presentation, again receiving feedback

### Aim

To explore objectively the reasons for failure to identify ways in which to improve and to practice those changes.

### Outcomes

At the end of the programme you will have developed and be able to deliver a pitch presentation that clearly:

- Differentiates your firm from the competition
- Identifies the reasons why your firm should be appointed for the assignment and the benefits that you will deliver to your client
- Allows you to stay flexible and respond effectively to your clients' interventions and questions during the presentation
- Capitalises on the skills and behaviours that really work for your team



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### **Methodology**

Our team includes high level experience in developing professional services pitches, namely the ex Head of Proposals for KPMG (Europe) in London. Extensive use is made of video review that allows you to see yourselves from a client's perspective and have the confidence that the skills you develop really work for you. Winning factors and process are discussed throughout and new skills will be introduced as appropriate.



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