



THE INFLUENCE BUSINESS

Raise your level of influence

PITCHING TO WIN

Overview

This **half-day programme** for **up to six senior members of your team** offers you a totally risk free and highly realistic environment in which to develop, refine and practice the art of team pitch meetings. You may be surprised to discover what really makes clients buy and then you will concentrate on differentiating yourselves, by focusing on the needs of the client rather than on the features of your organisation. You will come across as a team working together, interested in the client and having got under the skin of their problem.

The programme takes the form of a meeting where you are pitching for a specific piece of work, set in a simple scenario relevant to your business. You will need to explore the issues the client faces and decide how you will position yourselves and your organisation to win.

The first meeting is reviewed with video and learning points are discussed. We will then discuss trends and recent experience of professional service pitches and also address specific areas for improvement. Participants' roles may be changed and the team attends a second meeting, using the new skills. This is again reviewed by both sides, again making use of selective video review.

Aim

To develop in you the skills and confidence to win more pitches by differentiating yourselves and your organisation.

Outcomes

At the end of the programme you will:

- Differentiate yourselves as an organisation the client 'wants' to work with
- Understand the current trends in professional services' pitching
- Identify and use the most appropriate tactics in your pitch
- Be able to create a feeling of 'team', rather than of several individuals
- Minimise price objections by building value early into your proposition
- Understand how to structure your presentation or meeting points for the client's benefit
- Adopt a relaxed and conversational delivery
- Know what behaviours work for you in a pitch, what do not and why
- Be able to handle questions confidently and with conviction
- Know how to answer the 'What makes you different?' question
- Understand the power of questioning to demonstrate interest and expertise
- See how your team appears from the client's side of the table



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Methodology

Our team includes our Proposals Expert who ran KPMG's proposal team for Europe for twelve years. As appropriate, we make use of video review that allows you to see yourself from the client's perspective and have the confidence that the skills really work for you. The 'client team' is lead by our Proposals Expert and the real benefit for participants on that side of the table is that you see the pitch, very realistically, from the client's perspective, which allows you to consider what worked well and what you might do differently in a real situation. You then have a second chance to try out your skills.



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