

Developing Effective Sales Pitches

Course leader: Charles Serio, Artistic Director, Serio Ensemble Arts Group

Who is it for?

- Anyone involved in developing and delivering client/prospect pitches.
- Those who work in coordinating bid teams and sales presentations.
- Those interested in developing a toolbox for effective pitches and successful delivery techniques.
- Anyone who wants to find ways to gain an edge over the competition.

What is it about?

The current economic climate places ever increasing demands on those delivering sales pitches. The execution of a successful sales pitch requires careful planning and a clear understanding of the objectives that need to be met. This course takes participants through the entire pitching process from a strong Opening to a Powerful Closing and focuses squarely on the 'Bottom Line'.

The day is highly interactive with a discussion of the issues combined with practical exercises that participants build upon throughout the day. The onus is on putting ideas into practice rather than simply intellectualizing the issues.

The structure of the workshop focuses on participants' actual sales pitches and explores how to make them more effective and compelling. Early on, participants will deliver a section of one of their own sales pitches that they wish to develop; these are then used as source material for the rest of the workshop and will be deconstructed and refined by the end of the day.

Overview

In the session, delegates will gain a better understanding of:

- how to make a strong opening
- how to avoid getting lost in too much detail
- what should go in the pitch and what should wait for the post sales pitch questions
- how to make their closing a 'knockout punch'
- how to pitch more than a summation of points followed by a 'thank you for your time'
- how to keep the focus on the client's and not their own agenda
- how to concentrate on selling and not get bogged down in explaining

Each area is explored and involves a short exercise and/or technique to improve how they are addressed. Participants should expect a day in which they will be speaking and 'selling' more than listening to ideas and concepts.

How do you benefit?

The course provides delegates with an understanding of:

- a 'good pitch'
- the clients' needs and requirements (from their perspective)
- how to develop sales presentation techniques to connect with the audience.

- how to prioritise sales pitch points
- how to differentiate a sales pitch from that of the competition
- how to develop a strong opening and powerful closing
- how to deal with post pitch questions from the client
- how to avoid common sales pitch presentation mistakes

Participants will learn the importance of understanding the clients' requirements and expectations and how to use those to create a sales pitch that has impact to meet those needs. The course will focus on effective ways to prepare and then deliver pitches that have real impact and result in developing new business.

About the Course Leader:

Charles Serio is a Professional Actor by training and Drama Teacher with a background in improvisation and devising work from improvisation. He works internationally as a role player and facilitator for a wide range of organizations.

Over 20 years ago Charles began to take the work he had developed in the theatre to the corporate sector to much success. His approach is a unique one and focuses on practical learning by doing. Participants will do exercises that are unique to Charles and are of his own invention. They have been proven to be effective over many years.

His workshops on 'Personal Impact and Delivery of Presentations' have been highly successful. Intellect hosts his 'Personal Impact' Presentation Sessions currently and testimonials are available for viewing on the Intellect website.

'Developing Effective Sales Pitches' is a new offering from Charles in the UK following their successful delivery in the United States.

Venue	Intellect Conference Suite, Russell Square House
Max	12
Duration	One day
Time	09:30-16:30
Fee	Intellect members £395+VAT non-member £695+VAT