

# Developing & Delivering Compelling Pitches (Code: DDP)

Evolution-U Sales Effectiveness Business Suite

Duration: Full Day - Level: Advanced



The Evolution-U Sales Effectiveness Business Suite is a focused offer of engaging soft skills trainings, providing usable tools for measurable performance gains praised by our clients

## Course Outline

This intensive one day training draws on leading research in the areas of linguistics, psychology and public speaking to bring together powerful content to teach the key skills required to deliver pitches like a pro.

At some point in their career, most executives find themselves in a position of seniority requiring them to stand in front of clients or management and deliver presentations or pitches at a level commensurate with their title. Unfortunately it's not that straightforward; without training in public speaking, a well structured presentation and an appropriate amount of confidence, even the most senior executive can struggle to do themselves justice. Fortunately, we can remedy this quickly through the theory and techniques we teach in this training.

## Learning Objectives

By taking this course, participants will:

- Learn a framework for building and presenting effective and engaging presentations that keep the audience hooked and wanting to hear more;
- Understand the psychology behind presenting; why so many people struggle to stand in front of an audience and how to take back the initiative;
- Learn proven sales techniques for creating a compelling opening and techniques for holding audience attention throughout the pitch;
- Develop awareness of six components that assist us to be in control and constitute a well delivered presentation;
- Identify their own weak spots and address them in class with the instructor and other students;
- Be able to develop story lines to make even the most mundane of subjects interesting and engage the audience;
- Be required to present multiple times during class, being recorded by video and receive structured feedback on their progress.

This is a full day training. While the course outline detailed below is designed for small groups of up to four attendees, Evolution-U has developed work arounds that allow larger classes of up to eight participants. The four person format includes instructor monitored presentations, each with video review, to allow highly customised feedback at an individual level. Larger class sizes up to a maximum of eight persons can be accommodated with the format adjusted to utilise group learning and feedback loops with limited video review.

## Course Content

### How to Structure the Pitch:

Based on the Pyramid Principle developed by Barbara Minto of McKinsey, this opening instructor led session introduces the best known approach for structuring presentation information which participants then apply to their first reading (see below).

### Exercise # 1 - The First Reading:

Prior to attending the training, participants are required to develop a three minute business relevant presentation or pitch which they will deliver in front of the class. This forms the basis for initial analysis of technique leading into the introduction of tools and skill sets for improving our public speaking ability. Both spoken performance and body language are analysed with the use of video playback\*.

### **The Psychology of Presenting:**

Many senior executives, despite their subject matter expertise, freeze when speaking in front of audiences, their peers or management. In this section we analyse the underlying psychology that prevents us from being at our best in public speaking and presentation situations and introduce tools to help the executive overcome such limitations.

### **Creating Compelling Pitches: Developing the Opening:**

The first 30 seconds of a presentation or pitch can set the tone in the listeners' minds. Most untrained presenters lose this opportunity to develop immediate rapport with their audience, throwing away influence. Fortunately, there are a number of techniques that can improve our odds and make the opening to a pitch compelling. This section introduces a series of techniques and guidelines for creating compelling scripts to improve client traction when making the pitch. Participants will be required to write their own scripts and use them to improve their pre-prepared presentation or pitch.

### **The Six Keys to Controlled Presentations:**

By understanding some simple principles it is possible to take back the feeling of control when giving presentations and speaking in public. In this section, we analyse six of these principles; passion, rate of words, cadence, attention grabbers, pausing & silence and the power of simplicity.

### **Exercise # 2 - The Second Reading:**

Participants will be given 10 minutes to rework their initial presentation based on the skills taught so far in the training. On this occasion the participants presentation will be ran through the speech analysis software and results shared for reflection\*.

### **The Art of Storytelling:**

The skilled presenter can make even the most mundane subject matter dynamic and appealing. In this instructor led session, approaches to developing a story line and thereby capturing the audience's attention are introduced. This technique is used by all great orators and leaders to inspire and influence.

### **Exercise # 3 - Putting it all together - The Third Reading:**

Participants are given a subject matter on which they are comfortable to develop a compelling two to three minute speech on which they are peer assessed using the Evolution-U Speech Evaluation Form. The feedback delivered to each participant is documented and provides an invaluable reference resource for future such presentations.

\* subject to class size as detailed in learning objectives.

## **Who Should Take This Course**

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing professionals, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

**This training course is fully certified by Evolution-U.**

**For more information & reservations please contact Jessica  
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Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion • Design Thinking  
Persuasion Psychology • Personality Profiling • Leadership • Teambuilding • Personal Empowerment