



HOW TO WIN BUSINESS

by Pitching for Profit, Formally and Informally

To win new business you need to stand out from the crowd. What's your USP? Pitching's a performance, based on a real understanding of the client's needs, *not* an advert for you and your company. Companies cannot afford to perform badly at the interview stage when bidding for work. Don't fail through lack of focus, confidence or insufficient preparation.

Who would benefit from this training?

Anyone who is or may become part of a pitching team for your organisation.

Polishing Pitching Presentations

What happens in a pitch? A pitch is a performance!
How to make sure you make the right kind of impact.
How to relate to your potential clients as a team. Who does what and when.

Practical, hands-on training will include:

- Deciding on the 'Ringmaster', who will be the focal point of the group and direct the group whilst they are with the potential client.
- How to prepare: - voice / body language / focus
- Understanding how others think – What do you want them to *feel*?
- The Pitch Sequence: Entering the Room / Meeting & Greeting / Ringmaster takes control / Presentation / Q&A / Lasting Impression / Debrief

How to Win Business *Informally* or *Small Talk* and How to do it

Superficial surface talk or putting others at ease and oiling the communication wheels? What makes a relaxed conversation? How can you create the right impression, when meeting clients in their office or, since we often start a business relationship when networking?

Practical, hands-on training will include:

- How to ask questions and listen to answers
- How to meet and greet.
- Observing and information gathering
- How to make your company shine

Two members of a pitching team at Hymans Robertson LLP had this to say about their Polishing Pitching Presentations session:

Cordelia's great! She brings a really different perspective to things, gets us to think differently, and facilitates a real improvement to what we deliver on the day. **Chris Hurray, Consultant Actuary**

The training provided to my team by Cordelia Ditton was excellent. The session was fun, interesting, relevant and interactive. **Richard Crowhurst, Partner**

voicebusiness uses adapted acting techniques for the business environment which are coupled with well-established disciplines such as NLP. The training is professional, friendly, and above all, effective. With strong support resulting from a maximum of six participants and two trainers, we use a video camera to record selected exercises which are then played back during the session. This accelerates the learning curve and reveals the remarkable changes that often occur for participants.

Course fee: £850 per 3-hour session + VAT & expenses

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We don't teach you your business – we teach you ours