



TRAINING

COACHING

Building  
Capability

Delivering  
Results

Value The  
Difference

CONSULTANCY

**Salestrong**

Sales Training, Coaching and Consultancy.

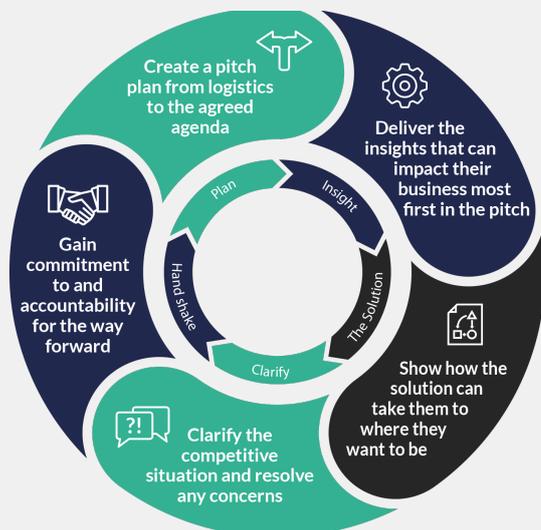
**PITCHING SKILLS OVERVIEW**

## Pitching Skills

How often do you or your teams review your presentation style? Or even the presentation material?

A sales professional who can create powerful insights and communicate the differentiated value that your solution brings is of exponential value to your organisation.

Salestrong's approach is that central to successful pitch are two components; A compelling business case, along with the insights that will significantly improve your client's business.



### David Craig Account Director

*"A brilliant course and process which was as close as you could get to real life pitching environment. It certainly contributed massively to my success and I expect it do the same going forward"*

### Clare McCartney Account Manager

*"I found the salestrong team very professional and knowledgeable of our industry. They helped me rebuild my structure and add key components that I continually left out, improving my signing numbers and decreasing my 'let me think about it' customers"*

### I What is Pitching Skills?

- Designed to help the sales professional know what type of audience is in the room and how they should receive the insights and information your are communicating.
- Delegates will work through the "PITCH" framework to communicate value to a decision maker.

### I What are the Benefits?

- Learn the importance of preparation in achieving improved outcomes.
- Focus the pitch on the customer's challenges and opportunities.
- Communicate the differentiated value that your solution will provide.
- Deliver pitches with greater credibility and confidence.
- Win business more often.

### I Who should take the course?

- Sales professionals.
- Account Management professionals.
- Business Development professionals.
- Marketing professionals.
- Finance and HR professionals.

### I Delivery Options

Pitching Skills can be tailored to the specific needs of an organisation using the following delivery methods:

- Tailored on-site live programmes
- Train The Trainer (Client Associate)
- Blended e-Learning and live programme.

Delegates will also be involved in "real world" pitching sessions to ensure new skills become embedded.

## **| About Salestrong**

Salestrong is a sales performance consultancy partnering with some of the world's largest companies.

Our clients choose us to help build capability and deliver results through a blend of Training, Coaching and Consulting expertise.

Our clients trust us for 3 key reasons:

- We design and deliver bespoke programmes to achieve your goals.
- We invest time to understand their business, challenges and strategy.
- We guarantee a return on their investment.

**Sales Performance. Guaranteed.**

 **Salestrong**

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