

Masterclass Pro Pitching (EN)

General learning objectives

- To acquire the basic skills necessary to deliver quality business pitches of various types.
- Acquiring the specific skills needed to deliver a quality pitch when presenting a solution or a project.

Specific learning objectives

- The student is open to learn new skills in a structured way and to replace incorrect, already integrated techniques.
- The student can explain what the Desire-Solution-Trust model is.
- The student can give and explain the definition of "pitch" and illustrate the different components of the definition with examples.
- The student can recognize and describe situations in which pitches are used.
- The student can place the pitch within the general communication model.
- Students can describe the general model of the sales cycle and understand how it works.
- The student understands why a potential customer decides to buy from a certain party (used model: Desire - Solution - Trust).
- The student can explain what in each of the DST parts increases and decreases the chance of success.
- The student can explain the characteristics of pitches at different moments throughout the sales cycle and what the objectives of the pitches are at those different moments.
- The student knows the main characteristics of a good pitch(er).
- The student can list and explain the characteristics of a clear pitch.
- The student can identify what makes someone else's pitch more or less clear.
- The student can correctly estimate and/or predict how clear his/her pitch can be and is.
- The student can apply the different techniques to make a pitch clearer in one or more case studies.
- The student can apply the different techniques to make a pitch clear by using appropriate presentation techniques with focus on voice technique, diagramming tools and determining/transmitting main messages in one or more case studies.
- The student can frame the importance of credibility of a pitch in the DST model.
- The student can name the different techniques that build, maintain and increase confidence, can explain their operation and can apply them in one or more case studies. Techniques: use of voice, facial expressions/look, postures, movements, choice of clothing, set-up of the meeting room.
- The student can explain the importance of understanding the desires of different decision makers and influencers.
- The student can explain the importance of knowing the personalities of different decision-makers and influencers.
- The student can map these desires and personalities in a structured way.
- The student can select and shape the arguments of the pitch based on the desires and personalities.

- The student can, based on desires and personalities, decide on the most appropriate choices in terms of communication (style), clothing, timing/form of the meeting and participants.
- The student can apply this knowledge to one or more case studies.
- The student can explain what a pre-mortem analysis is and carry it out on one or more case studies.

Duration

- Online classes: 1,5 hours.
- Preparatory tasks and quizzes (online): 4,5 hours.
- Practical: 1 day.

Learning formats

Online lessons, online preparation tasks using the Purusha Pro Pitching Templates, classroom sessions, individual preparation, individual practice sessions.

Admission criteria

The certificates "Executive Storytelling - Core module - Theory" and "Executive Storytelling - Core module - Practice" must have been obtained.

Evaluation

Final global evaluation by the trainer who determines if the intended learning goals were sufficiently achieved.

Number of participants

3 to 4 participants

Credits

3

Language

English

Teacher

Marc Lambotte