

# Masterclass Pro Pitching (EN)

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## General learning objectives

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- 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.

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## Specific learning objectives

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- 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.

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## Duration

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

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## Learning formats

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

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## Admission criteria

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

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## Evaluation

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

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## Number of participants

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3 to 4 participants

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## Credits

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## Language

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English

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**Teacher**

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Marc Lambotte