



A L C H E M Y

INTERPERSONAL SKILLS AT WORK

Pitching to Win

Overview	This programme will help you prepare winning presentations in competitive tender situations. It can be delivered as a generic workshop, or in a real-time setting, where 'live' pitches are being devised and rehearsed.
Aimed at	Individuals and teams who are involved in presentations that form part of a competitive tender process.
Benefits of Attending	After attending the workshop you will: <ul style="list-style-type: none">• Understand the consumer psychology behind buying decisions• Know the diverse personality types and how to appeal to their motivational values systems• Use creative thinking techniques to maximise the impact of your presentations• Have practised how to handle audience interaction• Know the ECHO model of objection handling
Topics Covered	<ul style="list-style-type: none">• Structuring your message• The RIPEN methodology for influencing an audience• Understanding personality types• Using mind mapping to enhance creativity• Handling audience interaction• Using ECHO to overcome objections
Duration	From 1-3 days depending on the generic or Real-Time options
Group Size	Up to 6 (unless the Pitch Team comprises more than 6 members)
Our Ref.	PTWCusC04
To Book	Call us on: 01865 811148 e-mail us at: info@alchemytraininguk.com