

Growing Revenue.

# Pitching to Win.

## Overview.

The rogenSi Pitching To Win Business Program provides individuals and pitch teams with the combination of planning, preparation and face-to-face persuasive skills required to significantly increase the success rate in pitching for major bids and projects. It combines a rigorous and proven planning process with the highest level of creative face-to-face skills to make pitch teams stand out from competitors in high-stakes situations.

## Key components.

- Understanding the pitch process
- Developing a pitch strategy
- Targeting a qualifying prospective client
- Identifying action plans for the team
- Creating tailored organisational credentials
- Developing a persuasive and focussed pitch document
- Influencing stakeholders throughout the pitch document
- Influencing stakeholders throughout the pitch process
- Rapport building, probing and listening skills
- Developing a pitch presentation
- Pitching as a team

## Challenges addressed.

- Managing tenders and submissions
- Winning new business opportunities
- Protecting existing customer business from competitor activity

## Outcomes.

- Have a transferable process designed specifically for the organization to increase success in new business deals
- Have a common language and consistent approach to pitching
- Be aware of how to prioritize effort
- Have access to a wider range of influencing behaviours to persuade prospects
- Be motivated and confident in their ability to manage the pitching process
- Understand the question to ask potential clients, to optimize success
- Have an increased understanding and appreciation of the complexities involved in successful deals.

## Duration.

2 days.