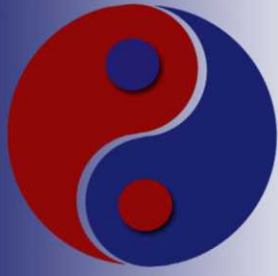


First Creation Consulting



Professional Pitch Book Presentation Skills

First Creation Consulting Ltd

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Pre-Course Work

Please bring with you a presentation you are about to deliver or one that you have recently delivered. These will be used for practical exercises during the workshop.

Workshop Aim:

The aim of the workshop is to develop participant's ability to effectively conduct a pitchbook presentation in a persuasive manner in order to market the products and services of the firm.

Workshop Objectives:

By the end of the workshop participants will be able to:

- Identify and review what makes a good presenter
- Identify the key skills required to effectively manage and present a sit down pitch book presentation
- Communicate in a way that maximises the understanding of key messages
- Produce a persuasive pitch book presentation
- Structure and deliver a persuasive presentation
- Develop the clients trust and confidence that you can deliver against their requirements
- Effectively manage question and answer sessions
- Ensure that you presents a professional and consistent approach when presenting to clients at all times

Workshop Methodology:

The course is designed to maximise participant involvement and learning. A number of proven methodologies will be employed including:

- trainer led input
- group/individual based exercises
- individual presentations using CCTV
- individual/group feedback and coaching

Day One

Start 09:00

Introduction

- Workshop methodology
- Personal learning objectives

What makes an Effective Presenter

- Personality
- Content
- Structure
- What does good look like?
- Barriers to success
- Benefits to firm and individual
- Key differences to stand up formal presenting
- Developing your capability & consistency

Practical Presentations – Generic Marketing of your Products & Services Using CCTV

Participants will prepare & deliver a 10-minute presentation. using a pitch book that they have delivered recently to market the products and services of the firm.

Feedback and coaching on personal presentations

Producing a Persuasive Pitch Book Presentation

- Audience
- Objective setting
- Content
- Features & benefits
- Creating differentiation
- Client Focus
- Developing confidence & trust
- Structure

Practical Presentations – Generic Marketing of your Products & Services Using CCTV

Participants will prepare & deliver a 10-minute presentation using a pitch book that they have delivered recently have delivered recently to market the products and services of the firm.

Feedback and coaching on personal presentations

Finish 17:30

Review & Summary

Day Two

Start 9:00

Visual and Vocal Impact

- Retention and attention
- Audience recall
- Vocal impact
- Verbal & non verbal communication
- Working the audience

Producing a Persuasive Pitch Book Presentation

- Designing the pitch book slides
- How to use visuals
- Pit falls – Do's & don'ts
- Exercise – What works and does not work

Practical Presentations –Presenting a Client Tailored Presentation Using CCTV

Participants will be asked to deliver a presentation using the material that they brought with them.

Feedback and coaching for improved performance

Managing Q & A Sessions

- Attitude & emotions
- Techniques
- Process
- Mental dexterity
- Managing difficult people/situations

Being Persuasive – Know your Audience

- Different Audience needs
- Communication styles
- Methods of persuasion
- Getting results

Practical Presentations –Presenting a Client Tailored Presentation Using CCTV

Participants will be asked to deliver a presentation using the material that they brought with them.

Feedback and coaching for improved performance

Finish 17:30

Review & Summary