

WINNING PITCHES

Leadership Inspiration - podcast summary

Winning business is more than just selling, and pitching is more than just a presentation; it's a deeply human process that requires both a full understanding of your client, their challenges and their business needs.

WE ARE OBSERVING A CHANGE IN EMPHASIS

CLIENTS ARE MORE CAUTIOUS

Tell your story in a way that differentiates your offer, connects with your audience and paints a clear picture of what you can achieve together.



COMPATIBILITY IS CRUCIAL

The better understood your client feels, the more likely they are to believe your partnership will lead to a better outcome.



BEYOND THE RFP

RFPs stick to the facts and rarely reveal the real issues. Take time to uncover the factors that will have most influence on the decision.



COMMON PITCHING PITFALLS



LACK OF DISCIPLINE

Plan in enough time for preparation and rehearsal . This should be an absolute non-negotiable in every pitch.



OVERLOOKING THE Q&A

The client will ask questions that should be predictable. Your answers need to be as impressive and credible as your glossy presentation!



FAILING TO ASK QUESTIONS

Open up the conversation rather than steer it to where you feel comfortable. It shows you've done your homework.



BEING TOO GENERIC

Recognise the uniqueness of each client and think about how your stories and anecdotes are demonstrating value and relevance.

TOP TIPS FOR A WINNING PITCH

TELL A STORY

Transform data into a powerful and engaging narrative

CREATE INTERACTION

Build rapport by engaging your audience.

MEET OR BEAT DEADLINES

This will signify that you are disciplined in your approach.

CHECK IN PRIOR

Send an agenda and invite additional discussion topics.

DON'T BE A STRANGER

Introduce yourself to everyone in the room before you start.

PRESENT YOUR STORY POWERFULLY

Command, Connect, Compel .

FOLLOW UP

Whether you win or lose, follow up and ask for feedback .



A FINAL THOUGHT....

Be courageous and creative, invest the time necessary to produce and deliver a winning presentation.

FREE INSIGHTS!

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