

Pitching to Win - Targeting Your Presentation at the Heart of the Prospect



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PITCHING TO WIN - TARGETING YOUR PRESENTATION AT THE HEART OF THE PROSPECT

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Paperback. Book Condition: New. Paperback. 170 pages. After all the effort, discussions, meetings, and late nights, how many sales presentations do you or your team actually win Do you suffer from these common pitching problems -Lack of process to qualify what to bid for and what not to bid for -Presentations with too much detail -Not seen as a real team -Lack of differentiation; no clear benefits understood by the audience -No clear flow, poor sequencing of ideas -Not persuasive -Poor time management, audience loses focus and gets bored. Whether you are making persuasive presentations to million-dollar accounts or inside your company, this book explores these common problems and more, and offers succinct, practical, and proven advice to solve them. This is a book on developing and delivering an effective pitch. But what is a pitch The dictionary defines pitch as promotion by means of an argument and demonstration. So a pitch is a sales presentation a presentation wherein you attempt to persuade another person to do something to take an action. We are pitching something every day any time we are attempting to change another. You are pitching when you are meeting a new client. You are pitching whether you are asking the boss for more headcount or delivering a multimillion-dollar RFP response to a multinational account. Whether you are speaking to an audience of one or hundreds, whether you call them sales presentations or beauty pageants, or whether it s a monthly business presentation or an analyst talk, there is much in this book for you. This book will show you how to dramatically improve your results by making your pitches more relevant, impactful, and memorable. These techniques come from practical business experience. They have been proven successful in the meeting room, the boardroom, and the classroom. They...



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