



# HOW TO WIN BUSINESS

## by Pitching for Profit, Formally and Informally

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To win new business you need to stand out from the crowd

What's your USP?

Pitching's a performance, based on a real understanding of the client's needs, *not* an advert for you and your company. Companies cannot afford to perform badly at the interview stage when bidding for work. Don't fail through lack of focus, confidence or insufficient preparation.

**Who would benefit from this training?**

Anyone who is or may become part of a pitching team for your organisation.

### Polishing Your Pitch

What happens in a pitch? A pitch is a performance! How to make sure you make the right kind of impact. How to relate to your potential clients as a team. Who does what and when.

Practical, hands-on training will include:

- Deciding who will be the 'Ringmaster', the focal point of the group and direct the group when with the potential client.
- How to prepare: voice / body language / focus
- Understanding how others think – What do you want them to *feel*?
- The Pitch Sequence: Entering the Room / Meeting & Greeting / Ringmaster takes control / Presentation / Q&A / Lasting Impression / Debrief

### How to Win Business *Informally* or **Small Talk : Big Talk**

Superficial surface talk or putting others at ease and oiling the communication wheels? How can you create the right impression, when meeting clients in their office or, since we often start a business relationship when networking? Practical, hands-on training will include:

- How to ask questions and listen to answers
  - How to meet, greet and put others at their ease.
  - Observing and information gathering
  - Understanding how others think
  - How to make your company shine
- Course fee: £895 per 3-hour session + VAT & expenses  
Special rates for both courses run the same day

*The training provided to my team by Cordelia Ditton was excellent. The session was fun, interesting, relevant and interactive.*

**Richard Crowhurst, Partner, Hymans Robertson LLP**

*Even for those of us bursting with inspired ideas, finding our voice and articulating how we put those ideas into practice can be tricky. The session Cordelia did with us at Cross Creative, TRC Media, was thought provoking, fun, energising and made me, and my colleagues, think about how to present ourselves in a new way. Cordelia's tips and techniques were motivating, invigorating and easy to take on board. I would recommend her training to everyone.*

**Dougal Perman, Director, Inner Ear Ltd**