

PERSUASIVE PITCH

From intuitive pitch to genuine impacting pitches

Every experienced enough salesperson has got pitches. He acquired them thanks to his on-field works. After a given period, this intuitive practice eventually shows some results.

We propose persuasion techniques that are used by the best salespersons and by some politicians. These techniques are dramatically different from "basic" intuitive pitching.

Objectives

- Understand the limits of the intuitive pitch.
- Know and practice 4 pitches techniques

Concerned people

- Salespersons

Pre-requisites

Aptitude to sell.

Duration

2 to 3 days.

Pedagogy

- Very pragmatic tools and a recreational pedagogy.
- Analysis of experienced situations
- Practice based on what you experienced. There is no standard case.
- Role plays: simulated or filmed and then, analyzed.
- Memo sheets are handed over to the participants
- Personal action plan set-up.

Developed know-how program

The intuitive pitch's limits

The main key of impacting pitches.

Raise of awareness is made possible thanks to examples, like advertisements

The first tool to make your pitches be more impacting: EBCD tool.

How to organize your pitches, in order to make your offer more attractive?

Presentation of EBCD method: (Expectations – Benefits – Characteristics – Demonstration)

Show, with examples from selling situations and from the political circle.

Practice :

- **Sale pitches' creation workshop: Write your pitches, analyze them.** Collective and coach's recommendations.

- **Role plays**

2nd tool : The specific price pitch

How to efficiently present the price : The "sandwich" technique

- How to justify and value the price: quality, dead-line....
- How to transform the price into "advantages" and "benefits".
- If possible, sell a "Return On Investment" and not a "price".

Practice: Define your different price pitches - Role plays.

3rd tool : The differentiator pitch

How to develop a specific pitch, in order to be different from competitors:

How to simply formalize a competitive analysis, which can be used by salespersons.

How to build differentiator messages.

Practice : Structure your competitive pitch - Role plays

4th tool : The counter-pitch

Every pitch could lead to a given objection, (too expensive, etc.). How to optimize our counter-pitch?

OR technique (Objection - Reply)

OCR technique (Objection - Cushion - Reply)

How to skip the buyers' traps? Depreciation – Threat-Emergency – Similar competition. Theatricals - Good guy and bad guy - Limited budget

Practice: Role plays.