



WISE

One-day program

**PITCH LIKE
A BOSS**

Your product, service or idea...

This one day training session aims at perfecting your pitching skills. If you are in a sales role, need to sell your idea to your colleagues, you present to the board or look for new investors... this session is for you.

There are thousands of ideas that never actually made it, purely because they were not properly explained!

Our sessions will guide you and help you take the time to put your proposal in writing:

- ✓ State the problem.
- ✓ State how the problem is currently being addressed / or not.
- ✓ Explain how your idea adds value and makes sense moneywise.
- ✓ It will be Simple, Memorable and Convincing!

How do we achieve it? Here are the 10 steps:

- ① Craft the idea into a written proposal.
- ② Share the proposal.
- ③ Get feedback.
- ④ Address objections.
- ⑤ Get a mentor.
- ⑥ Gain confidence and work up your enthusiasm.
- ⑦ Prepare the presentation.
- ⑧ Learn how to deliver it successfully.
- ⑨ Deal efficiently with questions.
- ⑩ Address further steps.



Elevator pitch (30 second to 2 minutes)

This is your chance to say the few, most important things that will make the listener want to hear more!
Why is your product, your service worth investing in?

Identify two key things:

1 The need

- ✓ Why is your product, service, idea needed?
- ✓ What is the problem that exist and for whom?
- ✓ How does it solve it?

2 Your use

- ✓ What is your unique selling proposition?
- ✓ How does your idea uniquely bring to the problem you have identified?



Contact WISE to **schedule your session**

