Instructor-Led

Pitching for Business

DURATION

1 Day

DELIVERY CHANNEL

Virtual Instructor-Led

OR

In-Person Classroom

PROGRAM LEVEL

Intermediate to Advanced

PREREQUISITES

Participants must prepare a pitch based on an existing client to win the business.

ADVANCED PREPARATION

Five days prior, participants must submit a pre-course preparation video. Participants are required to bring a live case study to the course.

CPE CREDITS

8

Overview

Pitching for Business is a one-day course that enhances your pitching skills and provides constructive feedback to ensure pitches are delivered in the most effective manner possible. Participants must prepare a pitch as a prerequisite based on an existing client from whom you would like to win the business.

The course begins with each participant showing and discussing their video pitch in small groups. Each delegate will then receive feedback. Following this, the course dives into critical areas to research, including the clients industry and background, as well as building rapport and anticipating objections. The course ends with each participant taking into account the feedback they received from previous pitches to ensure a more impactful delivery.

Learning Objectives

BY THE END OF THIS COURSE, YOU WILL BE ABLE TO:

» Identify and adapt pitching techniques to meet client needs and requirements.

» Tailor the pitch to take account of the length and depth of the client relationship.

» Articulate the Bank's message specifically to the client's needs.

» Understand participants' own and clients body language.

» Effectively handle client objections, avoid dead-ends and have powerful conversations.

» Identify when and how Relationship Managers should be brought in to the pitching process.

» Effectively follow-up a pitch, in order to advance to the next stage.

Who Should Attend?

» Product Managers

» Relationship Managers

» Team Leaders – groups of 8 participants to ensure effective interactive participation

Virtual Delivery

You are able to access virtual courses from any location. Some courses, however, include region-specific content based on the host region. For example, a course beginning at 10 AM EST may include references to GAAP versus IFRS, since the course is being hosted in the Americas. Please contact us at learningsolutions@moodys.com for region-related content queries.

Course Detail

MODULES			
1	**Pitch Practice – Starting Point**	1	Introduction and context for the day
		2	Each participant to show / discuss their pre -prepared video pitch in small groups
		3	Feedback being given to each delegate
2	**Preparing to Pitch and Preparation of the Pitchbook**	4	Research into the clients industry / background/ key individuals backgrounds
		5	Highlight the conversation before the pitch/ building rapport
		6	Preparing for the anticipated objections
		7	Understanding the client's requirements and mirroring
		8	Who should be at the presentation – "Dream Team"
3	**During the Pitch**	9	Overview of how to start, lead, conduct and maintain control during a pitch
		10	The importance of body language, voice tone and non-verbal signs and how to interact during the pitch
		11	Understanding the cultural aspects / different pitches for different geographies
		12	Mastering the objections to a Win-Win situation
		13	Objection handling exercise / role play – practice in Breakout Rooms
4	**Pitch Practice – Performance**	14	Role play – Presenting your pitch with powerful conversations (Breakout Rooms)
		15	During this session, the participants will repeat their pitch taking into account the feedback they have received from previous pitches to ensure more impactful delivery

Accreditation

Moody's Analytics is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Students should check for up to date information directly from the NASBA website: www.nasbaregistry.org.

Why Moody's Analytics?

Current and Consultative

We work with you to understand the distinct needs of your organization to design, implement and track the performance of your learning programs from end-to-end, including skills assessment, program design, implementation, evaluation and enhancement.

Comprehensive Coverage

We offer a broad set of technical and soft skills programs that can be combined and adapted to the needs of your staff. Our areas of expertise include banking, finance, sales, fintech, negotiation and leadership development.

Unparalleled Expertise

In delivery, our people make the difference – combining deep experience with intellectual passion for content, and having earned superior academic credentials, they are committed to delivering outstanding quality.

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If you are interested in this program, visit us at www.moodysanalytics.com/learningandcertifications

TAILOR ANY COURSE FOR YOUR ORGANIZATION

Moody's Analytics offers customized training and eLearning solutions to help you maximize your training investment. Our hands-on approach benefits companies of all sizes and requirements – from those with just a few local employees to those with staff dispersed around the globe. Contact us to learn more and to work with one of our training consultants to design the right program for your organization.

GROUP DISCOUNTS

Special rates may be available for multiple course or group bookings. Please contact us for details.

FEES AND CANCELLATIONS

The fee listed is per participant. Course fees do not include tax, transportation or hotel accommodations. Payment must be received in full prior to the start of the course. Registrations may be canceled in writing via letter or email at least 30 days before the first date of the training for a full refund. Cancellations received less than 30 days in advance are eligible for substitution with another course, but fees will not be refunded. We reserve the right to cancel or reschedule courses at any time. For further information on our refund and complaint policy, please contact us.

Contact Us

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