



INTRODUCING

Pitchmaker

kissingwithconfidence[®]
MAKE THE RAIN

LIVE VIRTUAL LEARNING

IN ROOM LEARNING



At Kissing With Confidence we deliver transformational skills and behaviours that grow your business and your people. Our Pitchmaker programme combines over 20 years' experience of skills development training into an intensive programme that will win you more pitches.

We have helped clients win contracts worth billions in the past two decades. On our Pitchmaker journey you will learn how to deliver brilliantly in any pitch situation, whether virtual or in the room. What the key skills and behaviours are; why you need them and how to get them. You will be drilled and skilled before delivering them in real time, then get expert feedback. We aim to make your team pitch perfect every time.

10 BENEFITS OF PITCHMAKER:

- Be a more confident and tighter team when the stakes are high
- Save time and structure more effectively using the KWC Method
- Make an immediate impact at the pitch opening
- Have your prospect is talking about your proposition over the cinnamon swirls
- Improve your win rate; sales solve everything
- Banish analysis paralysis from your preparation
- Reduce your reliance on technology
- Embed a creative method of preparation for all your pitches
- Motivate every team member to be better than they thought possible
- Our unique **KWCWONDERWALL** learning resource

THE BOTTOM LINE

IT'S AS EASY AS 1,2,3!

Designed for your more ambitious and engaged people this programme is not for the faint hearted, but then in the boardroom you need C-suite presence.

In three inspirational days, two masterclasses are followed by intensive team pitch delivery and feedback. Over the next month one-to-one mentoring sharpens delegates' edge, with skills embedded to Kirkpatrick Level Four in motivational check-in workshops.

MASTERCLASS
one

MASTERCLASS
two

Pitch
DELIVERY
AND FEEDBACK

CREATING A SILVER THREAD CLARITY, CREATIVITY, PURPOSE

- The Value Proposition in context; finding your USPs
- Employing the KWC METHOD; the science of preparation
- Energy, Spontaneity & Creativity; the art of delivery
- Unleashing your creative imagination; five ways to make the emotional connection
- Structuring a crisp, purposeful pitch... for the client

YOU HAVE 10 SECONDS OPENING, CLOSING AND FINESSING

- Six ways to open, from FACTUAL to SHOCKING
- Three ways to close; ending not with a whimper
- How to integrate technology; dispense with boring, read, PowerPoint led
- Effective team work, from structure to handovers
- Nailing the seven questions you don't want to be asked

BE IN THE ROOM PITCH TEAM DELIVERY AND FEEDBACK

- Self-confidence, assertiveness, rapport
- Time management
- Handling the Q&A
- Team dynamics
- Incisive individual feedback

MORE THAN A MASTERCLASS

Once the classroom door closes the story goes on. Mentoring support dives deeper into delegates' specific development needs and check-in at one month ensures you are ready to stand and deliver anytime in any room.

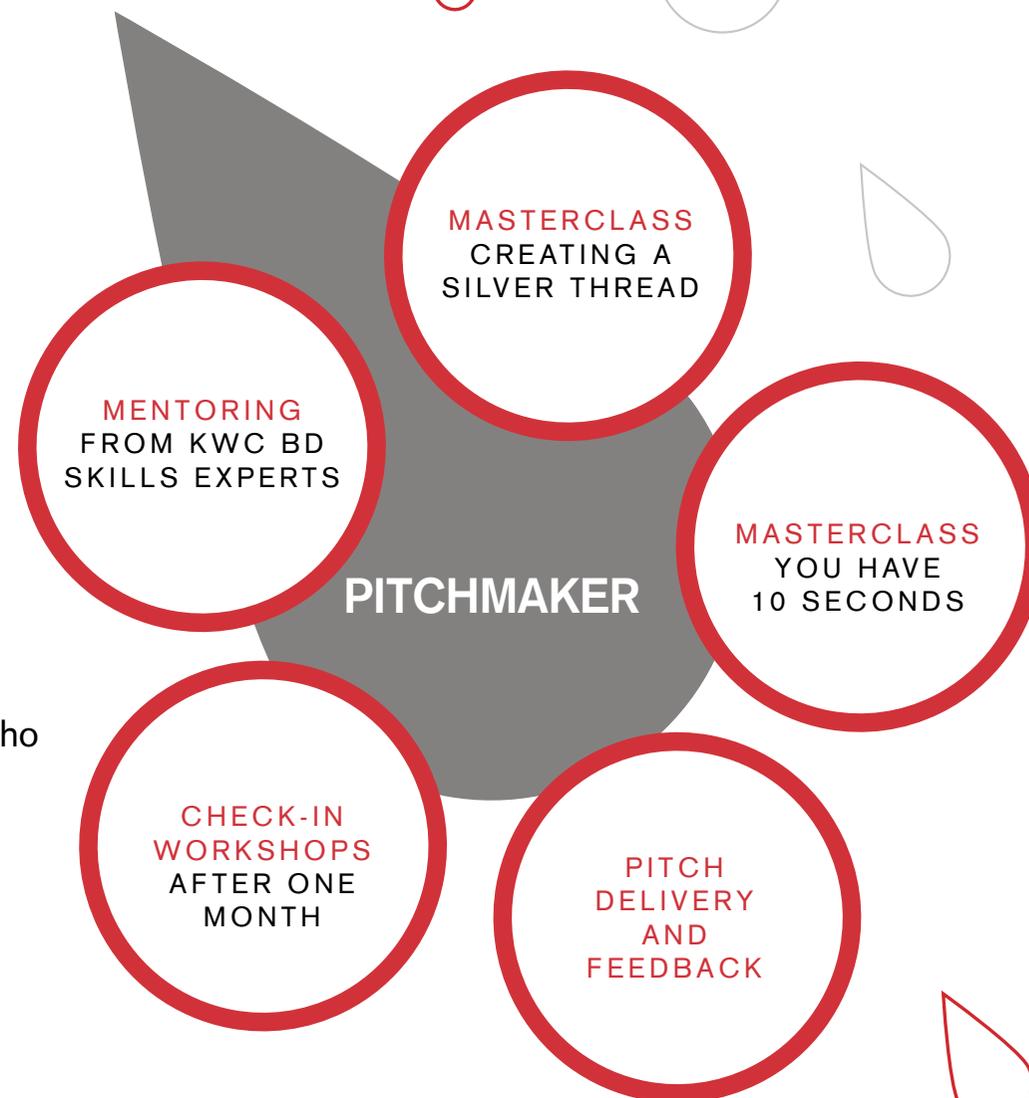
CHECK-IN WORKSHOPS

Delegates will reflect on their good, bad and ugly experiences over the past month and set goals, mentored by our expert facilitator. Armed with data from our pre-programme and one month assessments we anticipate the needs of the room and steer this workshop towards an outcome that guarantees further improvement to Kirkpatrick Level Four.

PITCHMAKER SKILLS MENTORING

Delegates will have access to a KWC pitchmaker expert who will work with them on their further development, such as:

- Gravitas and authority in delivery
- Techniques for opening and closing
- Storytelling and the emotional connection
- How to handle the toughest questions



JOIN OVER 30,000 ALUMNI WHO WE HAVE TRAINED IN THE KWC METHOD FOR PITCHING...



98% OF PEOPLE WHO PITCH ARE CHALLENGED IN THESE THREE KEY AREAS

Opening, closing and making the emotional connection are the three toughest areas to excel in. According to our research 98% struggle in these three areas which is why they are core elements we empower delegates to be skilled in.



SROI IS OFF THE SCALE

Our Sales Return On Investment is quite simply off the scale. Really, it is, as they say, a no brainer.



100% BID WIN PERCENTAGE IMPROVEMENT

We can't guarantee you will win every pitch, but our clients love what we do and all of them improve their win percentage as a direct result of our Pitchmaker programme.

WE BELIEVE IN OUR PROGRAMMES AND SO DO OUR CLIENTS...

“ I tell the most senior people in my team to **listen to what *Kissing With Confidence* has to say**. There is no question we would not be where we are in the sector without the work they have done on our pitches.”

“ **The results speak volumes**. There is a process, but it's more than that. By the end of the session there is **clarity, confidence and creativity**.”

CASE STUDY **1** CASE STUDY **2** CASE STUDY **3** CASE STUDY **4**

THE CLOUDS
ARE GATHERING.
BE READY FOR
YOUR NEXT PITCH.

SPEAK TO US TO
FIND OUT MORE

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