

Pitching a proposal - ENG

2 jours - 14,00 heures

Programme de formation

Objectifs pédagogiques

Pedagogical objectives

- Capturing attention and arousing curiosity in a short space of time
- Drawing attention first to the benefits of your offer
- Making your pitch tangible
- Adding value to your proposal, telling the right story
- Conveying your conviction non-verbally

Compétences visées

- Valuing your team
- Convincing people of the benefits of your offer or product
- Generating curiosity about your idea or project
- Summarising your thoughts around a message

Description / Contenu

Description / Content

Stage 1: What is pitching?

- What is the purpose of pitching?
- The principles of commercial pitching

Collaborative workshop on current practices

Stage 2: Immediately arousing curiosity

- Teaser techniques

Application exercises

- One-sentence pitches

Stage 3: Drawing attention to the benefit

- Why this offer?
- Why this team?
- Different pitch models

Applying to business situations

Stage 4: Making the most of what makes you different

- Telling great stories

Metapanning in teams, storytelling exercises

Modalités pédagogiques

Educational format

On site : 1,5 days

Remote : 1 or 2 x 3,5 hours workshops via Teams, GoogleMeet, Zoom...

Individual coachings if needed

Moyens et supports pédagogiques

Educational resources and supports

- Slide show PPT
- Pedagogical Support
- Digital Tools (Mentimeter, Jamboard ...)





Nous sommes à votre écoute au 01 47 66 25 20
[M&A-SoftSkills Factory](#)