

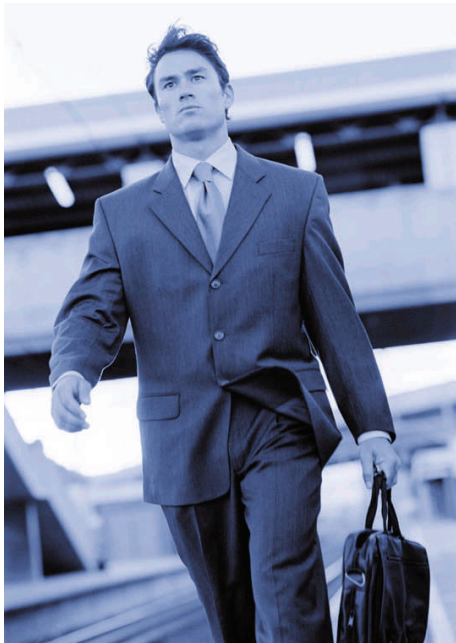


DELIVERING RESULTS...increasing sales

Developing an Elevator Pitch

Introduction

First impressions count and what you say in the first 30 seconds could be the difference between success and failure. As well as defining what your organisation does, your elevator pitch should clearly state what you can do for potential customers. This clarity helps customers know how they can use your products and services. The half day workshop is aimed at business owners and sales professionals and is structured to take you through a repeatable methodology to ensure you have a usable and professional Elevator Pitch.



Programme Content

- Develop a clear and concise Elevator Pitch
- Communicate your company's message succinctly and professionally
- Gain confidence in using the Elevator Pitch
- Learn how to position the Elevator Pitch to uncover more business opportunities
- Uncover more business opportunities, more quickly

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