

OCTOBER 21-NOVEMBER 20, 2019
EVERY MONDAY & WEDNESDAY
6:30 PM TO 8:30 PM
@IBA CITY CAMPUS

PERSUASIVE PITCHING

HOW TO SELL YOUR IDEA TO OTHERS

Training Investment:
PKR 18,000/-
(exclusive of 5% SST)
(Fee includes certificate &
business networking)

OVERVIEW

A pitch is an attempt to persuade the audience to listen, believe and buy what you are offering. If it is done quickly, to the point and is attention grabbing, it may lead to a chance to a meeting that turn tables.

Call it old school but educating about the prospects of the offering is still central to every success story.

It is the art of telling your story in 1-2 minute and if you need an hour to relay your value proposition and then you are doing it wrong.

CONTENTS

Elements of a Pitch

- A Stellar Cover Slide
- A Value Proposition
- A Powerful Solution
- Enticing Solutions
- Proofs
- A Clear Call to Action

Framework of a Pitch

Do & Don'ts

Types of Pitch

- One Word Pitch
- The Question Pitch
- The Subject Line Pitch
- The Twitter Pitch
- The Pixar Pitch

- Pitch starters
- What do successful pitches have in common
- Engaging & Interactive Audience
- Presentation Rules
- Delivery Cautions

REGISTRATIONS & INFORMATION

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