

PITCHING

Presentation Strategy, Design and Delivery Coaching to Assist in Winning Major Bids

The cost of responding to tenders or submitting proposals can be an expensive exercise, the pressure to win is great and the competition is strong. Therefore we need to ensure that every dollar spent on an RFT response or proposal generates the necessary return on that investment. One way to do this is to use a pitch methodology that leaves no stone unturned and maximises the chances of success. The method we use is the Extreme Presentation Method and has been applied to many successful pitches.

The Extreme Presentation Method is a ten step process that enables you to develop pitch presentations based on sound strategies and design principles that drive your audience to action. The earlier the method is implemented in the tender or proposal process the more effective the process will be.

Many of the consultative pitch approaches available today can be confusing or distracting for the pitch team and focus on the wrong issues resulting in a final presentation that is substandard. The Extreme Presentation Method differs from other approaches in the following ways:

- It is a method, a step by step iterative approach that is backed by extensive research and testing.
- It can be either integrated into the RFT process or run in parallel enabling the RFT team to focus on what they do best.
- It is replicable; every pitch large or small can follow the same steps, using customised templates and questions. Any submissions can then be evaluated against a set of consistent measurable criteria and improvements made or positive lessons transferred to other projects.

Once the pitch is underway everyone knows where they are in the process by accessing the up to date “pitch book”.

Not all pitch presentations are formal, probity supervised and void of discussion. Some presentations are a lot more discursive and at times informal. The Extreme Presentation Method also works extremely well in these situations as it is designed to stimulate discussion. Note that this outcome cannot be achieved unless the method is followed step by step, which doesn't necessarily translate into extra hours of work, just the need to follow the steps.

The issue then is how do you get all your people across the Extreme Presentation Method? The way to achieve this with the most success is as follows:

1. It has to be understood and pushed from the top down.
2. Training via a one day program is undertaken with or without a specific pitch in mind and then is followed up with coaching to maximise ROI on the training
3. The coaching should be on live projects to ensure the method is applied correctly for maximum effect.

The Extreme Presentation method focuses solely on the strategy and design of presentations. This leaves the skill of delivery. Based on my experience as a presentation skills coach of ten years I believe that for 90% of people having an in-depth understanding of their topic is more important than refining delivery skills. The confidence in presenting comes more from knowing your topic than practising your delivery. The other 10% are people who struggle irrespective of their knowledge and need assistance. Some MD's and GM's also fall into this 10% as they are perhaps not required to have an in-depth understanding of the topic but must portray the appropriate level of confidence about the company's ability to deliver on a given project.

We use our ten years of presentation delivery experience to determine the optimum amount of rehearsal time and one on one coaching required to deliver the best presentation possible.

In summary we use a researched and validated methodology, the Extreme Presentation Method, to develop a robust strategy and design and combine this with ten years experience in coaching teams and individuals in presentation delivery. The result is a focused confident team that can deliver a winning presentation.

In addition to Pitch Consulting, we also conduct Keynote Speech coaching and workshops in Advanced Presentation Strategy and Design.