



PRESENTING ON PURPOSE™

PITCHING OVERVIEW

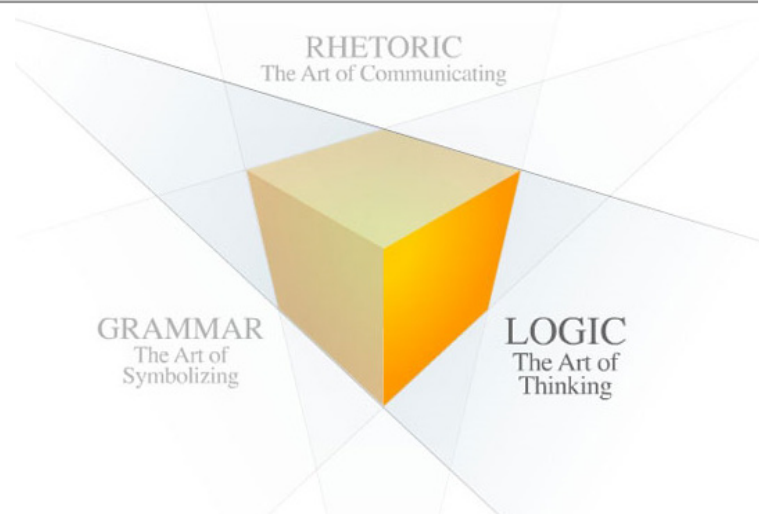
CHALLENGE

The team **pitching** opportunity is wrought with challenges. Not only does **everyone on the pitch team** need to be at the top of their game from a presentation skills perspective, they must gel as a well-coordinated, unified team, razor focused on one thing, winning the clients' business. Characteristically, we see teams exhibiting a disproportionate degree of attention on showcasing their people, their client list, their successes, and their capabilities. The challenge for many clients is in creating the perfect pitch. One that reveals **all** of your capabilities, particularly your ability to genuinely **'know your audience.'**

SOLUTION

What if there was a flexible yet **disciplined process** that would give us 'the edge' in sculpting the perfect team message? What if this process aided us in deciphering what our audience 'needs to hear' as opposed to what 'we want to say'? What if this process gave us the freedom to make strategic decisions about what our audience needed to hear **first, second, third**? What if our process let our team presentation simply unfold?

Our **audience centric approach** changes the perspective a team takes when crafting a team presentation. The result is a more empathetic, more strategic, and a more focused message.



EXECUTION

The **Presenting On Purpose™ | Pitching** session has a holistic underpinning. We begin by teaching everyone our proprietary process for preparing, designing and delivering more effective meetings, presentations and phone calls. We first need to **Think**: Our message consultant will ask the questions, guide the **thinking**, and discern the best answers collectively from the group. Emphasis is placed on remaining fully engaged and working together **as a team**. As Benjamin Franklin once declared, "I suggest we **hang together** or, most assuredly, we shall **hang separately!**" Our objective is to build and solidify **a team message** that **everyone** can get behind and get excited about delivering.

Secondly, **Create**: It is critical that the presentation team is engaging. We conduct individual and group exercises on things we can do **physically** to engage our audience, **package our capabilities**, and help us to **win the business**.

Lastly, **Communicate**. We provide individual coaching so that every member of the team **delivers their part** of this team presentation with **enthusiasm, confidence, empathy, and authenticity**. The entire team will learn and practice these skills and get **open and honest feedback** from the other members of the team and the consultant. Our work is intense, comprehensive, and **transformative**.

We break the session into eight (8) core modules and execute these in multiple 1.5 hour segments. Our **Presenting On Purpose™ | Pitching** process results in the creation of an eloquently crafted, strategically structured, elaborately tailored, audience centric message that is singularly focused on **winning the business**.



Think. Create. Communicate.

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DYNAMICS

The invitees typically are selected representatives from sales, marketing, product development and management. We're bringing the entire team together to decide on what the core message of the pitch should be. Everyone on the team must be very clear as to why they are there and what they want to accomplish, both from an individual perspective as well as a team perspective. Every one of the team members will have a part to play in the success of the pitch.

SETTING THE STAGE

The day begins with an overview of the task ahead, what will happen, in what order, the rules for engagement and a pledge to remain totally focused on the task at hand.

PERSPECTIVE

At Trivium we take an audience centric approach. We put a lot of attention on our audience. We are seeking to obtain consensus about what the audience 'needs to hear' as opposed to 'what we want to say' about our company, our products and/or our services. Our investment of time and energy to think about, learn, understand and empathize with our target audience will pay huge dividends.

WHAT TO EXPECT

Day One. Prepare for a full day of reflection, sharing, learning, practicing and fun. Our initial task will be to teach the entire team our **proven process** for preparing, designing, delivering and getting better results from meetings, presentations and phone calls. Participants will then use the same process to craft a tailored message to a unique audience. The next step will be to individually craft a tailored presentation for our target audience. Our final exercise on Day One will be to collectively craft a tailored message for our target audience. This will be facilitator-led, with full engagement from all of the participants.

Day Two. We need to come up with our Opening and a Theme for the presentation. We will be talking about delivery and working on the various tools we have to help us 'deliver' the message most effectively. Expect a lot of exercises and a lot of role-playing, and some videotaping and review.

REPEATABLE PROCESS

The great thing about this exercise is that it can be replicated **EVERY TIME** you need to prepare for a pitch. There is no need to recreate the wheel each and every time you have a new client. That is not to say that 'the wheel' might not benefit from some 'grease' as you continue to use this process.

MOMENTUM

The Presenting On Purpose™ | Pitching program is foundational, it's exciting, and it's rewarding to all that attend. It is definitely a 'confidence builder' for the participants as well as the leadership team. There are few projects that are as gratifying to the leadership team **and** the players on 'The Team.' It's a TEAM builder **and** it's a TEAM victory!

TIME COMMITMENT

The Presenting On Purpose™ | Pitching program typically will last two to three days. Although it may vary depending on the client. A totally focused effort of two to three days will result in everyone on the team learning a proven process for crafting winning presentations, a proven process for building team presentations, a process-driven team presentation for the client to give to a specific client, an elevated skill-level for all attendees in delivering presentations, a list of the toughest questions the team might be asked by the respective client and codified answers to those questions. A storyboard (not finished slides) of the presentation in PowerPoint™ format, all of which will be delivered to the client in the form of a digital **Trivium Pitch Playbook™** to use moving forward to choreograph the process for future pitches. We conclude the program with agreed upon next steps, an assignment of marching orders and an agreed upon timetable for completion of unfinished business.

VENUES

At Client Location

We will fly to your corporate offices or an off-site location of your choice anywhere in the world.

At The Harbour Town Yacht Club | www.htyc.com

As a guest of Trivium Performance you can take full advantage of this exclusive private club on Hilton Head Island.



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