



# PITCH DOCTOR

Major Presentation and Pitch Coaching

## DESCRIPTION

Imagine you have your own expert coach whose job it is to apply proven models and principles to help you win a major pitch presentation.

The Pitch Doctor is a Total Inter Action Master Trainer who coaches individuals and teams to plan, develop and deliver winning pitches and presentations.

And it works! With an 87% win rate\* for pitch presentations using a Total Inter Action Pitch Doctor. That's hundreds of millions of dollars worth of business won.

\* Over 10 years tracking of pitches involving Pitch Doctor

## DURATION

Will vary depending on the engagement.

An average engagement is 8 hours of consulting of which 6 hours is direct coaching (split into appropriate time blocks).

## OUTCOMES

The Pitch Doctor helps individuals and teams:

- Develop questions that uncover and develop decision-maker needs and perceptions
- Build trust and credibility with key decision-makers prior to the presentation
- Develop a compelling value proposition
- Structure presentations that persuasively support the value proposition
- Maximise team effectiveness and maintain focus
- Deliver high impact presentations that engage and persuade audiences of all sizes and levels
- Create appropriate visuals that support the message
- Keep the team on-track and focused on ensuring the information presented is always relevant to the audience

## KEY AREAS

- Situation and (if appropriate) pitch documentation analysis
- Audience analysis and pre-pitch influence and discovery strategy
- Value proposition development
- Structuring presentations
- Delivery rehearsal, coaching and critique

## METHOD

Virtual (via video conference) or face-to-face team facilitation and one-on-one delivery coaching

