



## BDC LIFT PITCH SESSION

### Overview

Imagine being able to get someone to like your business instantly in any business situation so that you can communicate more easily from a sales, customer service or team perspective & ultimately get better results. The **“LIFT PITCH” session** is designed to create a framework that can be used to underpin your company’s sales and marketing message. The lift Pitch Session will define your company’s unique selling proposition and leave you with the confidence to explain what your company does in 30 seconds

### What clients say

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*“I have spent years trying to define what make my business unique..... this session did it for me in 3 hours .....brilliant.”*

**Managing Director – Events Company,**

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*“An excellent programme and highly skilled consultant, I would definitely recommend the session ”*

**Managing Director - Marketing Communications & Brand Manager,**

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*“Great day, you’ll have lots of fun, but more importantly well presented leaving you really focused on what makes your company unique.”.....**Partner – Accountancy Practise.***

### What’s covered?

- **Challenges your company solves for customers**
- **Process / journey the customer takes through you to solve these challenge**
- **Output and success you bring to your customers**
- **Benefits they receive**
- **Why you do it**

### Learning Objectives

- **More easily define what your company does**
- **Communicate clearly internally and externally as to why your company exists and why it is unique**
- **Help you and your sales teams convert more opportunities in to sales**
- **Improve networking results**
- **Make your blended lead generation strategy more effective**



## Business Development Academy Methodology

The **Business Development Academy** is the training arm of BDC, the south's leading sales consultancy specialising in helping companies to win more business & retain existing customers using our Intelligent Selling methodology.

The Academy applies that same Intelligent Selling methodology to staff training and development to ensure **everyone in your organisation is selling the right message** effectively whether that's internally to colleagues or externally to customers and prospects.

Whilst, as with most training companies we provide specialist communications skills training to your sales and customer service teams we also believe it is crucial to engage and align **all** of your staff with one core "sales" message so that a consistent lift pitch of what you do is communicated company wide.

All of our training programmes are designed to increase your staff's ability to sell themselves and your organisation, allowing you to:

- **Have all staff able to spot potential business opportunities**
- **Engage and motivate staff – giving them a personal buy in**
- **Win more business**
- **Encourage staff to take up training and apply it**
- **Invest in and keep good staff**
- **Develop key people into more senior roles**
- **Communicate a consistent message**

We enable our clients to get to that level by using our **Cascade approach**.

With Cascade we can give everyone in your organisation the tools to communicate key messages more effectively, impacting onto your productivity and profits.

Using a blended learning approach we enable your senior staff to impart that knowledge on to their teams making sure the information and learnings cascade down throughout your organisation.

This process gives the best value for money whilst also providing a strong level of accountability and measurability in terms of how the training is taken on board and used within a company. Delegates will therefore gain more from the training and retain and use what's learned.



## Content & Working Practices

In terms of training content The Academy provides training in four key areas on both group and one-to-one coaching levels:

### **Leadership & Management**

*Including:* management styles, personality profiling, delegation, appraisals...

### **Personal Development**

*Including:* stress, assertiveness, anger management...

### **Communications Skills**

*Including:* relationship building, negotiation, sales, telesales, customer service...

### **Business Skills**

*Including:* time management, presentation skills, employment law, business writing, IT...

Prior to any training The Academy would carry out a scoping meeting with you to develop bespoke, relevant training material to ensure maximum impact and return on investment.

Appropriate measures would also be set in place such as key performance indicators and any financial targets on individual performance that can be tracked prior to and following training activity. The Academy would also recommend internal feedback forms at the end of the training and manager feedback 3 months following training.

Session format will be relaxed, interesting and fun, incorporating a lot of hands on exercises and role play and will be carried out by trainers who are specialists in the subject matter and have a working knowledge of the industry.

### **Available Courses:**

Account Management, Advanced Selling, Anger Management, Appraisal skills, Assertiveness, Clarity, Coaching skills, Communication skills, Cold calling, Confidence, Conflict, Creative thinking, Customer service, Decision making, Delegation, Difficult situations, Executive coaching, Facilitation skills, Giving & receiving feedback, Influencing skills, Interview skills, Leadership, Learning styles, Linguistics for writing copy, Management, Meetings, Morale, Motivation, Negativity, Negotiation, Networking Skills, NLP (Neuro Linguistic Programming), Objective setting, Organisational skills, Performance coaching, Personal effectiveness, Personality types, Presentation skills, Problem solving, Public speaking, Questioning techniques, Rapport, Sales Management, Selling, Staff profiling, Stress management, Structured Brainstorming, Team building, Telemarketing, Time management, Train the trainer, Values, Work/Life Balance