



Synopsis

Are you fed up with lawyers who don't prioritise pitching for new business? Are you fed up with failing at pitches? Do you want to know how to fix the problem? This course is a real wake-up call for anyone who wants to win more work.



Lawyers and other professionals



6 hours

Outcomes

As a result of attending the course, you will be able to:

- prepare for pitches efficiently
- deliver confidently
- increase your success rate

Content

- How to focus on benefits, not features
- Addressing concerns about quality, delivery & cost
- Appealing to different decision making styles
- First impressions
- Establishing rapport / spotting reactions
- Use of the tender document and visual aids
- Differentiation – why use my firm?
- Avoiding overload, irrelevancies and irritators
- Answering the decision makers' questions
- What to do when things goes wrong
- Plan B – changing tack smoothly
- Team communications



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