

# Developing Compelling Sales Scripts & Successful Sales Pitches (Code: DCS)

Evolution-U Sales Effectiveness Business Suite

Full Day - Expert



*The Evolution-U Sales Effectiveness Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

## Course Outline

The 'Developing Compelling Sales Scripts & Successful Sales Scripts' course is a stand alone training that can be taken independently of the Sales Effectiveness Fundamentals and Advanced Sales Effectiveness trainings from the Evolution-U Sales Effectiveness Business Suite. Developed due to regular client requests for such content, DCS covers the fundamentals of developing compelling content, increasing the likelihood that we keep our targets attention until we have delivered the information we need. Using well researched and utilised techniques, this training requires participants to think outside of the box & apply the concepts learnt in class to situations relevant to their business needs.

## Learning Objectives

By taking this course, participants will:

- learn how to structure the pitch for effective and compelling delivery;
- learn the important elements in any opening pitch to 'grab' attention and increase the targets interest levels, allowing more information to be provided;
- study hypnotic writing techniques used to connect with readers and create the impression that the text has been written with them individually in mind;
- understand how emotions play an integral part in the buying decision and learn tools for identifying and utilising emotions in developing the pitch;
- use the 4 P's of scripting, a tool based on persuasion practices dating back to Ancient Greece and still applicable to today's business psychology;
- discuss tools for understanding client's needs at the psychological level thus allowing more effective objections handling.
- learn a series of techniques using positive psychology to structure questions in a way that encourages responses that elicit valuable information from the client.

As well as instructor led presentation, class exercises, case studies and role plays form an important part of this training. The instructor will facilitate discussion using the role plays as reference points for adding theory.

*This course is available in full day modules, for up to 12 people. Additional participants quoted upon request. Level: Expert.*

## Course Content

### **How to Structure the Pitch:**

Based on the Pyramid Principle developed by Barbara Minto of McKinsey, this opening instructor led session introduces the best known approach for structuring presentation information which participants apply during the training when developing pitches.

### **Creating Compelling Pitches: Developing the Opening**

The first 30 seconds of a presentation or pitch can set the tone in the listeners mind. Most untrained presenters lose this opportunity to develop immediate rapport with their audience, throwing away influence. Fortunately, there are a number of techniques that can improve our odds and make the opening to a pitch compelling. This section introduces a series of techniques and guidelines for creating compelling scripts to improve client traction when making the pitch. Participants will be required to write their own scripts and use them to improve their pre-prepared presentation or pitch.

### **Case Study: The Franklin**

#### **Hypnotic Writing**

At the heart of successful scripting is the technique of hypnotic writing. Based on the research of leading practitioners in the field of hypnosis and hypnotic writing including Milton Friedman and Joe Vitale, this section delivers a step by step guide to harnessing the power of hypnotic writing in developing scripts. Participants will be challenged to develop their own business relevant scripts in class using the techniques taught.

#### **Selling to the Emotions**

It is a well-known fact that buying decisions are influenced by emotions. Once the neo-cortex has analysed the quantifiable merits of a transaction, the limbic brain makes an emotional assessment whether to proceed. Accordingly, to sell successfully we need tools to first understand and then utilise the emotional variables at play in any given pitch. This section introduces research on the emotional triggers we need to consider when developing sales pitches and techniques for structuring our sales pitch to include emotional triggers.

#### **The 4 P's Structure of Scripting**

Originating from Ancient Greece and Aristotle, the 4 P's structure is a time proven structure for developing scripts, holding attention, delivering your message and making the call to action. Using this structure to the theory introduced during this training is the final ingredient to developing compelling scripts and pitches.

#### **Understanding Client Needs**

When meeting a client, it is essential to operate from the client's perspective and not from that of the sales person or advisor. Many sales professionals and advisors are more interested in promoting a product or service that serves their purpose (maximising profit, meeting company targets) than understanding the clients' needs and fulfilling them. This section deals with the process of understanding a client's needs, giving tools to build the sale around the clients' requirements so that the product or service naturally fits.

#### **Positive Phrasing & Well Structured Questions**

The techniques of positive phrasing and well structured questioning are powerful tools for gathering information and influencing the response. By shaping the message in a format that increases the recipient's understanding of our position, we are able to encourage a more favourable response. The principles in this section are relatively straight forward – the real value added being time spent working in groups to develop dynamic questions and craft messages relevant to the participants needs with the benefit of instructor supervision.

#### **Role Plays: Pitching Exercises**

Participants are required to prepare a business relevant pitch using the skills developed during the training, and participate in group feedback on the effectiveness and areas for improvement.

## Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing professionals, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

**This training course is fully certified by Evolution-U.**

**For more information & reservations please contact Jessica  
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Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion  
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