

**COURSE
OBJECTIVES**

The **PITCH CODE** promotes short and efficient marketing and sales oriented communication by focusing on PITCH presentation skills with and without slide presentation. It focuses on developing interpersonal presentation and communication skills with a goal towards enhancing customer relationships.

It will allow participants to create a strong atmosphere of engagement, trust, and confidence by focusing on proactive presenting skills, creating empathy and transmitting added value with persuasive messages.

PITCH



The Impact

for Sales, Marketing & Innovations

**COURSE
FOOTPRINT****2**

consecutive
days

**8**

participants
per group

**½h**

individual
coaching

**3**

filmed and
analysed pitches

**COURSE
DESCRIPTION
AND CONTENT****1**

AWARENESS – a **1-hour** Group Training session immediately followed by

2

FILMING and small group analysis
(2-minute pitch no slide presentation)

3

LEARNING – a **3-hour** group Training and Methodology input

4

FILMING
(5-minute pitch not slide presentation)

5

Self-Analysis followed by
30-minute individual **COACHING**

6

ENHANCING – final filmed presentation
(7-minute using max 2 slides presentation)

PREREQUISITES

Mastery of English as well as an upcoming pitch

**TARGET
POPULATION**

Sales, Marketing and Innovation Presenters





APT Presentations

57 Rue du Taur 
31000 Toulouse
FRANCE

contact@aptpresentations.com 