



SEARCH 4 EXCELLENCE

PITCHING USING STORYSELLING

Key Takeaways

- Be assertive and confident
- Customise the pitch as per customer requirements
- Incorporate stories in the Pitch to make an impact
- Use a step-by-step strategy to influence customer

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



16 HOURS

Training Duration

Sales Process

Storyselling

Pitching

KEY CONCEPTS COVERED

- Introduction to sales
- Sales process

- Dramatic Pitch
- IDA Model
 - Interest
 - Desire
 - Action
- FAB concept
 - Features
 - Advantages
 - Benefits

- Practice pitches

EXPECTED OUTCOME

Understand the sales process

Effectively use story telling skills to pitch products and services



THANK YOU

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