

ARTICULATION

PITCHING SKILLS *for Adults*

Success may be fleeting; but opportunity is just one pitch away.



A business presentation or a pitch is a critical moment for any aspiring entrepreneurs. It is one of the many hurdles that we have to overcome to become successful. Great pitches involve a combination of structure, rhetoric and compelling storytelling. A successful pitch needs to grab the interest of their intended audience both emotionally and logically. Here at Articulation, we will train you to identify what makes a great pitch and teach you how to deliver one.

Program Outcomes

At the end of the 3-days session, participants will be able to:

- Identify key benefits of product/service
- Explore USP of product/service, company and as entrepreneur
- Highlight key benefits of product/service
- Understand the basic structure of business pitching
- Understand the ethos, pathos and logos of pitching
- Deliver a competent business pitch to investor(s)
- Deliver an 'elevator pitch'

Who should attend

- Budding entrepreneurs
- Sales and marketing officers
- SME owners
- Business owners

Methodology

Sessions will include lecture, personal sharing, group-based activities and individual presentation.

ABOUT THE TRAINER

Stuart Lee is a trainer and award-winning speaker. For the past 15 years, he has trained over hundred of speakers to communicate effectively and also mentored many international speech champions. He has the ability to identify, nurture and fulfill the potential of individuals through a unique blend of unconventional methods and real life experience.

NUMBER OF PARTICIPANTS

Maximum of 15 participants per class

DURATION AND SCHEDULE OF TRAINING

Consecutive 3 days or equivalence of 18 hours of classes

VENUE

Articulation Training Centre equipped with a purpose-built presentation stage

MEDIUM OF INSTRUCTION

Predominantly English Language
(Malay Language will be used if necessary)

TRAINING FEE

\$500 (special 20% introductory discount)

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Find out more on
www.articulation.co

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