



Getting Your Act Together: The Five Elements of Successful Elevator Pitching

Today's executives and sales professionals need to learn new ways of getting their messages across. In a fast-paced world, new techniques are required to make an impact, one of which is the ability to deliver a concise, compelling differentiator: an *elevator pitch*.

Make the leap from being merely adequate to being an exceptional presenter! There's a close relationship between performing on the theatrical stage and presenting on the business stage. Speakers World has helped numerous executives and sales professionals learn how to use business theater techniques to make powerful and persuasive presentations, a skill you need in today's super-competitive markets.

Getting Your Act Together: The Five Elements of Successful Elevator Pitching, a Speakers World workshop, is the answer for those who want the most intense, and at the same time, the most flexible way to move to the highest level of making convincing, dynamic elevator pitches that get impressive and dramatic results.

Speakers World techniques work with presentations of all types and length — from your elevator pitch to the presentation you'll use to clinch the deal. We also help you with strategies and techniques for handling Q&A sessions and other situations where you must speak extemporaneously.

Getting Your Act Together: The Five Elements of Successful Elevator Pitching shows you how to:

1. Identify what your point is, or ought to be, and learn how to find it.
2. Organize your pitch to fit specific audiences and timeframes and get to the point succinctly in 60 seconds or less.
3. Script and deliver a powerful pitch that investors, potential business partners, customers, or other stakeholders will find compelling.
4. Make a good — and lasting — first impression.
5. Move your listener to act.

In **Getting Your Act Together: The Five Elements of Successful Elevator Pitching**, Speakers World helps you learn to enjoy impromptu speaking opportunities, gain more creativity and spontaneity, and discover your unique presentation style while increasing your self confidence.



Speakers World

You will develop speaking expertise and stagecraft for a prepared presentation, a successful impromptu appearance in front of a live audience, or, at a moment's notice, an informal pitch in front of a potential client or investor. Through our program, you will develop the tools to:

- Know the listeners and their needs to develop an effective, personalized pitch.
- Decide what results are wanted: what you want the listener to think, feel and do after the pitch.
- Manage challenging questions that result from presenting your pitch.

Getting Your Act Together: The Five Elements of Successful Elevator Pitching is a comprehensive and intensive workshop that will help you organize your pitch content and improve your delivery for maximum dramatic impact. We use an innovative blend of theater techniques, improvisational games and extensive video feedback, set in a supportive and lively workshop format.

Getting Your Act Together: The Five Elements of Successful Elevator Pitching will help you to:

- Tell your story in a dramatic, compelling way;
- Think on your feet and speak extemporaneously with assurance;
- Project effective personal and professional presence; and
- Reduce performance anxiety.

A pre-program assessment, extensive personalized video feedback, comprehensive program materials and follow-up individual coaching support the program.

Develop a more effective speaking style today. Contact us at **415-474-1610** or **www.speakersworld.com** for more information on schedules and costs. Individual coaching, in-house programs and teleclasses are also available.



Brenda Besdansky, Speakers World principal, has extensive experience coaching professional and industry speakers and is an award-winning speaker and designer of communication skills training programs for major corporations and entrepreneurs. Brenda produced numerous public seminars and forums, programmed national conferences, and represented well-known professional speakers and seminar leaders as a nationally recognized agent. She formerly taught at City College of San Francisco in the Computer Science and Business departments. For more than two decades, Brenda has also engaged audiences as a humorist, corporate entertainer, and a film, television and radio talent. Brenda's stage experience brings an invaluable performance perspective to Speakers World training and coaching. She knows how to attract and hold an audience's attention — by keeping them listening, watching, participating, and in tune with the speaker's message.