

Winning Pitches Give Confidence

Use Basic Brain Science to Confidently Ask For & Get What You Want



3-HOUR WORKSHOP - Onsite or Virtual

A pitch is not a presentation. Because a pitch expects someone to do something like buy, approve, or change behavior, everyone comes in the room in a neuro-defensive mode. By understanding how to disarm this for yourself and everyone else, you can quickly gain trust and credibility.

Attendee Outcomes:

- **Get More Yeses** – understand what decision makers need intrinsically to confidently take the next step
- **Shorter sales cycles** – accelerate decision making by removing confidence-challenging obstacles
- **Standout from competition** – be the one they trust and confidently want to work with

Curriculum

Part 1: The Message

- Different Types of pitches
- Applying the Pitch recipe
- Practice with peer critique
- Advanced pitch tips
- Practice with peer critique
- Pitch deck outline
- Slide Do's and Don'ts

Part 2: The Messenger

- Brain science basics
- Projecting confidence with body, face, eyes & voice
- Practice with peer critique
- Handling difficult questions & people
- Practice with peer critique

Optional Add-On: 1x1 Coaching

- Polish the pitches with two virtual coaching sessions, scheduled at each students' convenience



"I found it to be immensely useful ... Alyssa is a fantastic teacher!"

Kirthika Parmeswaran
CEO, **Vital Start**



"I wish I had Alyssa's guidance sooner – now when I pitch, investors and customers take out their checkbooks."

Chris Mutti
CEO, **FoodPhone**



"Alyssa did a great job and her session on pitch prep was one of the best I have attended, due to her experience as a CMO coupled with her confidence training and research. Plus, it was fun!"

Mark Myslinski
Exec in Residence, **BioAdvance Ventures**



Alyssa Dver

- Founder & CEO, American Confidence Institute
- Founder & Chair, ERG Leadership Alliance, the global association for employee group champions
- 8-time author, 2-time TEDx speaker, trained/coached 350,000+ individuals
- Real Confidence podcast host
- IT Cosmetics Confidence Educator & L'Oréal spokesperson
- Stevie Award for Thought Leadership
- MIT & Wharton Innovation Advisor
- Former Chief Marketing Officer for tech & HR companies



Click to watch highlight from 2019
**Get Started Rhode Island Pitch
Workshop**



Click to watch TEDx talks and speaking video



Why this training is so effective

- Applies expert sales/marketing and brain science to the message content AND the messenger's delivery.
- Everything is backed by decades of research and firsthand experience pitching.
- Practical tools, tips, critiqued practices & role plays enable immediate and dramatic results.

"I wanted to let you know how much you helped me last week...a pitch was always a nightmare scenario, but thanks to your class sessions, this is no longer such a big problem. I'm delighted to have spent a few hours learning from you; the benefits are already showing."

Nicholas Beurkens
Event Producer, **Gordon Food Service**



"After having Alyssa train our funded UPenn staff, doctorate students, and outside CEOs for several years, I recently participated as a CEO myself and gained a profound understanding of how a pitch impacts the mindset and subsequent behaviors of both the presenter and audience. Immediately, I was able to craft, and deliver a much more compelling, confident pitch for investors, customers and other stakeholders."

Michael Poisel
Executive Director, PCI Ventures, **University of Pennsylvania**
Chief Executive Officer, **PhylloPharma**