



WORKSHOP - Onsite or Virtual

Winning Pitches Give Confidence

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

Unlike a presentation, pitches only have two possible outcomes: yes or no. This creates uniquely confidence-challenging behaviors for both the person pitching and the people receiving it.

Your pitch tries to convince someone to invest, buy, approve, or join. However, they won't act just because you have an artfully crafted message or slide deck. More important than the ROI data or stories you share, your audience subjectively decides if they trust and believe that you can and will help them. To win their business, you must demonstrate authentic confidence in your company, your product/service and yourself.

This brain science-based pitch bootcamp teaches you how the human brain works to best drive your own and other people's behaviors. Get tips, tools and expert coaching to confidently craft, deliver and defend pitches that succeed.

Attendee Outcomes:

- **Increased hit rate** – understand what decision makers need intrinsically to confidently take action
- **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



"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
- 2-time TEDx speaker, a Boston Best Speaker, trained/coached 350,000+ individuals
- 7-time author, Thrive Global contributor, blogger, & podcaster, “Real Confidence”
- IT Cosmetics Confidence Educator & L’Oréal spokesperson
- Stevie 2021 Award for Thought Leadership
- MIT & Wharton Innovation Advisor
- Founder & Chair, ERG Leadership Alliance – largest association of employee group leaders
- Former Chief Marketing Officer for tech & HR companies; 5-time Founder/CEO



Curriculum:

Part 1: The Message

- Brain science basics
- Applying the Pitch recipe
- Advanced pitch tips
- Pitch deck outline
- Deck Do’s and Don’ts
- Practice with peer critique

Part 2: The Messenger

- Projecting confidence with body, face, eyes, & voice
- Handling difficult questions & people
- Role play
- Practice with peer critique

Optional Add-On: 1x1 Coaching

- Two coaching sessions, scheduled at students’ convenience



[Watch TEDx talks and speaking video](#)



Highlight from 2019 Get Started Rhode Island Pitch Workshop



Why is this training 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 is always was 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**