



Brilliant Pitch: What to know, do and say to make the perfect pitch (Brilliant (Prentice Hall))

Shaun Varga

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In business, there is a moment when everyone has to make a pitch; it might be your own personal OK Corral, when the consequences of failure are too painful to even contemplate, but it will always be an occasion where the outcome really matters.

Brilliant Pitch will equip people to tackle pitch situations (however tough), improve their own skills and, importantly, leave them *enthused* about the idea of pitching and looking forward to the next one. It will do so first by outlining how to approach *any* pitch, then how to tailor the approach in different situations. There are secrets from the masters. There are pitch stories. (Such as the agency which pitched to British Rail, and deliberately kept them waiting in reception for an hour, with bad refreshments and no explanation for the delay...) The book brings the process to life, rather than simply listing things to do. It shows readers how they, too, can become great at pitching.

Brilliant outcomes:

- It eliminates the possibility of doing a 'bad' pitch
- It will help readers get the content and preparation spot on by focusing on the needs of the audience.
- It will help give readers tons of confidence so they'll not only deliver brilliant pitches, but they'll be eager to pitch time and time again.

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