

A Structure to Pitch Innovative Solutions

Creating a defined best practice approach for client pitches

Aspire
Punter Southall



CHALLENGE

PS Aspire were looking to implement a best practice structure for creating, rehearsing and delivering winning pitches. The business was looking to give leaders the tools to present more innovative ideas and solutions to clients. Leaders recognised that this would demand the highest level of pitch capability and a defined best practice approach.



SOLUTION

We designed and delivered a bespoke Pitch Excellence programme, which included a blend of online learning tools, a practical 2-day workshop and an embedding event. At the workshop, the Bigrock pitch experts helped PS Aspire leaders develop and practise a first-class approach for pitching; an approach that gives leaders the structure to present innovative ideas and delight clients.



RESULTS

Our pitch experts helped the PS Aspire team create, agree and practise a framework for pitching innovative solutions that meet their client's needs and set them apart from the competition.

Chief Executive Steve Butler, who both sourced and attended the programme, provided the following testimony:

"The whole experience with Bigrock running our Pitch Excellence programme has been excellent. They took time to understand our requirements and get to know us, ensuring that when it came to the training itself, they pitched the programme perfectly.

The facilitators were great, and they proved adept at letting the sessions flow whilst also being prepared to flex when required. The filmed role plays proved a really valuable part of the process, giving the team the chance to practise and observe other members of the team in action. We have also been reviewing these post the training as a useful aide memoir.

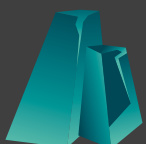
In summary, this programme was perfectly timed and has helped us to introduce a consistency of approach to our pitching that we have now embedded across the business."



FEEDBACK

"Very enjoyable and insightful. Well researched and delivered." - Marketing MD, Punter Southall Aspire

"The course and facilitators were excellent. Very useful!" - Client Director, Punter Southall Aspire



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