

# A PITCH is not a PRESENTATION

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



## 1-day WORKSHOP + 1x1 Coaching *Delivered Onsite or Virtually*

Even if you aren't in sales, we all must 'sell' ideas, proposals, and ourselves. Your ability to effectively pitch makes or breaks your company – and your own career.

And unlike a presentation, pitches only have two possible outcomes: win or lose. 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 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 win.

### 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 and an invaluable stress test in development and execution. Alyssa definitely knows how to drive this experience and is a fantastic teacher!"*

Kirthika Parmeswaran  
CEO, **Vital Start**



*"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**



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

Chris Mutti  
CEO, **FoodPhone**



# American Confidence Institute

Clients include:



Massachusetts Institute of Technology



See all past & upcoming engagements

**Alyssa Dver**

**Chief Confidence Officer & CEO**

**Author, "Confidence is a Choice: Real Science. Superhero Impact."**

- TEDx speaker, Recognized by Boston's Best Speakers, trained/coached 350,000+ individuals
- 7-time author, blogger, media go-to expert, & podcast co-host: "In Confidence: Face Your Workplace"
- MIT Trust Center Professional Advisor; lecturer & coach at UPenn/Wharton Innovation Center
- Founder & Chair for the employee diversity & inclusion association ERG Leadership Alliance
- Former Chief Marketing Officer for tech and HR companies; 5-time Founder/CEO; active Board member
- Judge for annual Stevie's Awards for Best Employers & Women in Business



## Course Outline:

### 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

### Part 3: 1x1 Coaching

- Two 30-minute video coaching sessions, scheduled at students' convenience

Click to below watch highlights of Alyssa teaching the **2019 Get Started Rhode Island Pitch Workshop**



## Why is this training 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. I've always struggled, though, with a feeling of judgement and dread when it comes to asking for things or asking general questions.*

*Thus, 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

**AmericanConfidenceInstitute.com**