

# Pitching For

# Results®

**Gordian Business**  
Turning Potential Into Reality



## Overview of 3 Day Program

In challenging economic conditions, winning business is getting tougher. Competitors are hungry for business and are aggressively discounting their prices.

Pitching For Results® will prepare executives, senior managers, experienced sales people and teams for critical presentations to win business against tough competitors. You will work on presentations to deliver more effective pitches that show how they can produce value for their clients.

This intensive three-day program includes the Persuading for Results Model®, understanding what it takes to win a pitch. It includes a unique experience, designed to highlight the need to manage both emotion and logic with key internal and external stakeholders.

## RIDING WAVES OF CHANGE

### WARNING:

Only attend if:

you want to win more business  
you have the courage to change

For more information, please contact:

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W [www.gordianbusiness.com.au](http://www.gordianbusiness.com.au)

## Program Timetable

### Day 1

Common mistakes  
How to persuade for results  
The psychology of buying  
Understanding your audience  
Presenting value to decision makers  
How to prepare faster

### Day 2

Surfing themed, business simulation  
Maximise ROI  
Explore having the courage to do something different  
Decision making with ambiguity and risk

### Day 3

The persuasive power of engaging the audience  
Practice your pitch (1)  
Create logic: how to use structure to encourage action  
Practice your pitch (2)  
Create emotion: how to use the power of emotion in business

## Program Outcomes

Participants will:

Understand how to engage the hearts and minds of your audience

Dramatically improve your chances of making the sale

Create more compelling messages on value

Practice and improve your pitch

Create persuasive pitches, faster

## Who should attend

Teams that come together to work on large value, complex pitches.

Industries that have benefited: Financial Services, Banking, IT, Pharmaceuticals, Medical Products, Engineering and Construction.

## The power of a surfing simulation

To succeed in the competitive multi-billion dollar surf industry, professional surfers must adapt to rapid change, be able to differentiate themselves for sponsors and work effectively in teams.

A professional surfer requires strong relationships with their entire virtual team, or internal clients, to deliver Return on Investment for their sponsors, or external clients.

The Sea of Change simulation will challenge participants to consider what success looks like on their pitch as well as demonstrate the power of emotion.

Learn from an exciting and memorable experience by making decisions in uncertainty.





## About Peak Teams

Over the last decade, our team of adventurers from around the world have embarked on successful expeditions in some of the most extreme environments on the planet. These environments are full of ambiguity, challenge and risk. Our goal is to use our passion for adventure to create high impact learning experiences that are engaging and relevant to business leaders and teams.

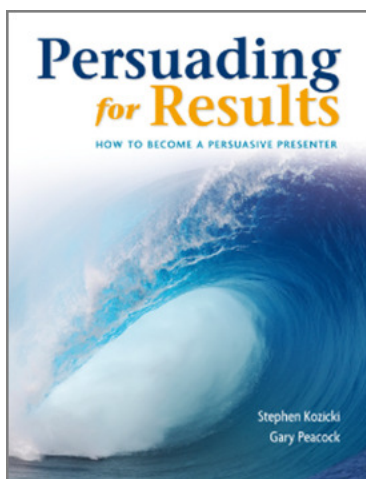
[www.peakteams.com.au](http://www.peakteams.com.au)



## About Gordian Business

Gordian Business is a specialist consulting firm that works with our selected clients to find creative solutions and pursue opportunities for them to execute their strategies to achieve breakthrough results. Gordian is a research-centred international business development company focusing on Australia, China and the Asian region.

[www.gordianbusiness.com.au](http://www.gordianbusiness.com.au)



Each participant receives **Persuading for Results**, the best-seller by Stephen Kozicki and Gary Peacock, and a workbook.

**Investment: AUD\$37,500 plus GST** if applicable

To ensure the best outcomes for pitching teams, the workshop is limited to **20 people**.

**This is equivalent to AUD\$625 per person per day.**

Travel costs: additional investment only if delivered outside Sydney, Australia.

## Program Facilitators



### Gary Peacock

Gary is a specialist in improving and sustaining business performance. His expertise includes improving financial performance by implementing business and marketing strategy and managing strategic accounts.

He teaches Change Management online at the Australian Graduate School of Management. For the Macquarie Graduate School of Management he delivers the public program Managing Strategic Accounts. He is a member of the Australian Institute of Company Directors.



### Ian Schubach

As a co-founder of Peak Teams, Ian uses his experience as an African Safari Guide, professional keynote presenter and conference facilitator to build more effective leaders and teams. Ian has built leadership capacity in organisations since 1996, and has delivered over 500 keynote presentations and designed and facilitated leadership events in Australasia, Europe, South Africa and the US. Ian is contributing designer of five Peak Teams programs.



### Mark Mathews

Mark is a professional big wave surfer and keynote speaker for Peak Teams. He is featured in a number of Peak Teams surf themed adventure simulations, including Sea of Change and Next Wave. In 10 years, Mark has taken himself from a penniless want-to-be surfer to an international brand name, part time philosopher, story teller, big wave surfing god and all round good guy. His story is one of commitment, leadership, hard work, innovation, struggle and maximising talent. He has also learned a lot about sustaining peak performance over an



### Stephen Kozicki

Chairman and founder of Bennelong Group International, Stephen Kozicki is a bestselling author, business educator and Australia's leading specialist in 'breakthrough business strategies.' With over 20 years of experience conducting high impact workshops globally, Stephen is a highly sought after presenter. His areas of specialisation include, Negotiating with Style, Strategic Account Management and Effective Persuasion Skills. He is an honorary associate and visiting lecturer at the Macquarie Graduate School of Business and visiting lecturer at the University of Technology, Sydney.

# PEAKTEAMS

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