

# Impact4Sales Pitch Sprint

## Focused preparation for an important client presentation or competitive pitch

When the opportunity matters and the presentation date is close, the team needs focused rehearsal around the actual buyer, message and team performance.

Pitch Sprint concentrates on the live opportunity. The work can be modular when time allows or compressed into intensive simulation when less than a week remains.

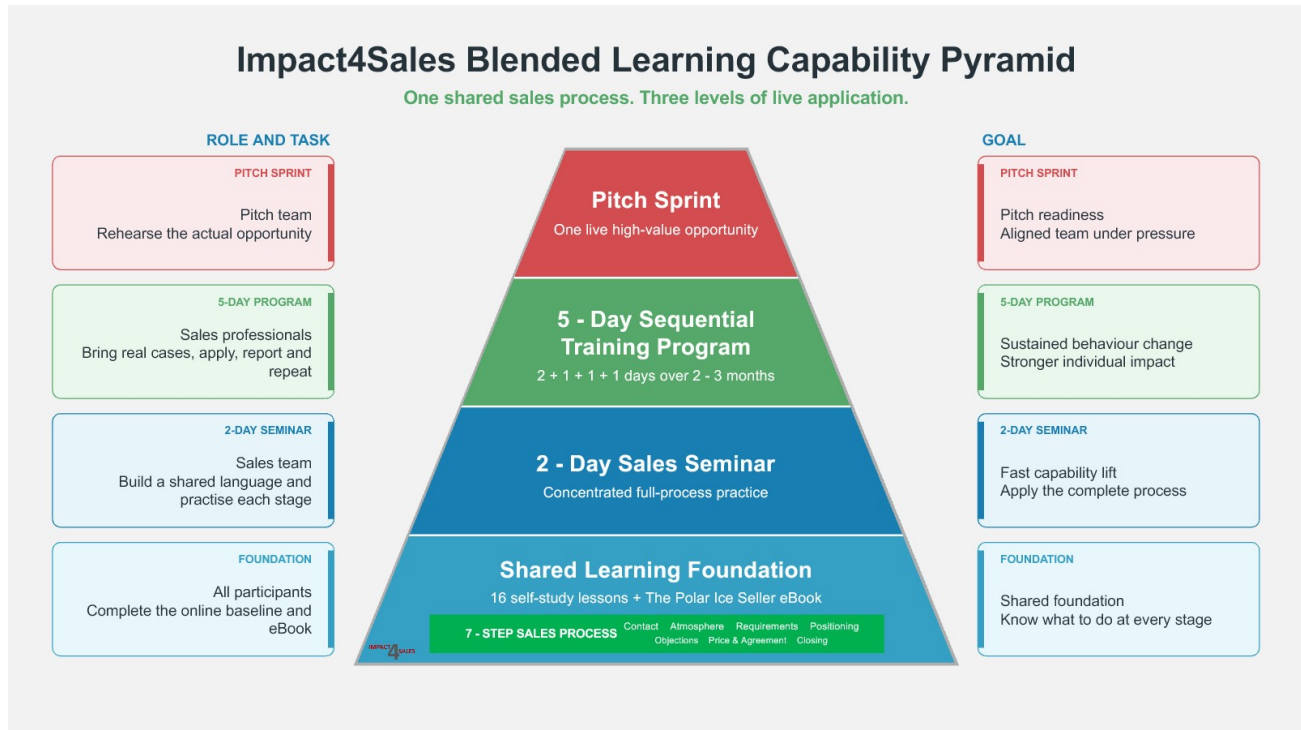
## What the sprint addresses

| Work area                | Purpose                                                                                        |
|--------------------------|------------------------------------------------------------------------------------------------|
| Buyer and competition    | Clarify decision criteria, concerns, relationships and competitive context.                    |
| Message and storyline    | Build a problem-first narrative and connect the offer to the outcomes the buyer values.        |
| Team performance         | Define roles, handovers, mutual support and visible confidence.                                |
| Questions and objections | Anticipate difficult questions and practise concise, credible responses.                       |
| Price and agreement      | Communicate value and price coherently, then guide the discussion toward workable commitments. |
| Live simulation          | Run realistic pitch segments, receive immediate feedback and repeat the improved version.      |

## How the team works

The full presenting team should participate. A sponsor, account lead or subject expert can join selected stages where their knowledge improves buyer understanding or decision authority. Individual coaching can address confidence, internal tension or personal impact when these factors affect the team's visible cohesion.

## Pitch Sprint within the capability model



*Pitch Sprint can stand alone for a specific opportunity or form the top application level of a broader blended learning program.*

## A specific result

In one series of ten high-value professional-services team pitches, all ten teams prepared with Richard D. Baron won their targeted mandates. This is a specific result from that engagement and does not constitute a general performance guarantee.

## Typical preparation outputs

- A clear buyer-focused storyline and value proposition.
- Agreed presenter roles, handovers and support between team members.
- Prepared responses to critical questions, objections and price discussions.
- Rehearsed pitch segments with direct feedback and visible improvement.
- A clear request for the buyer's next decision or commitment.

## Next step

A short scoping conversation establishes the opportunity, decision timeline, pitch team and the preparation time available.

**Discuss your corporate sales development requirements with Impact4Sales**