New process to help business transform the way they promote their products and services post-covid19 launched by business leader.

Tuesday 23 November, 2021

How to Become a Master of Persuasion (establishing value and convincing your customers of it), is written by Tony Treacy who is managing director of Pitch Factory and is published by the Business Expert Press.

This book is perfect for everyone involved in sales who wants to be a better and more persuasive communicator. It is a practical guide that explain what motivates customers, how to identify the best things to talk about, how to control every pitch, and how to persuade customers to buy from you.

The process it teaches is based on training courses and consultancy projects run with hundreds of companies over the last decade, and the book contains real world case studies and personal insights so readers can immediately see how to apply this immediately to their business.

Speaking about why it is so important for business to improve its pitch capabilities, Tony Treacy said: ***"Covid isn't over yet, but there is light at the end of the tunnel. The question for business leaders is how prepared and ready are they to take advantage of business opportunities, as things open up? In my view businesses are hungry to find new and better ways of winning customers, to improve the way they pitch and become better and more effective communicators – because they know winning new customers is essential for the future."***

He added: "I've put all these years of experience and the knowledge, working closely with businesses of different sizes in multiple industries, so I know the process works and delivers tangible benefits."

Nick Dunlop, Managing Director, Willis Towers Watson wrote in his review: "*If you need to pitch for business then you really do need to read this book. Tony is a true master of both the art and science behind pitching and here he has managed to blend these into a simple, thorough, process to create compelling and winning proposals. Its practical, valuable advice and soundly based in his extensive real-world experience. Highly recommended!*"

David Herbinet, Global Head of Audit, Mazars wrote in his review: "*Easy to read. It really simplifies pitching and sets out a process that is practical and logically structured. The case studies are useful, and it is easy to see how businesses will improve the way they pitch if they apply what it teaches*."

As well as the book Pitch Factory is running webinars, coaching, training and business transformation services via pitchfactory.com

Pitch Factory helps customers to transform the way they pitch their products, services and solutions, based on an innovative business process which is described in the recent book entitled How to Become a Master of Persuasion.

Established in 2013, Pitch Factory Limited is located in London. It runs a blended programme of online and face-to-face training, coaching and support through seminars, one-to-one coaching, training and support.

For further information contact Tony Treacy, at tony.treacy@pitchfactory.com

Media:

Related Sectors:

Business & Finance ::

Related Keywords:

Pitching :: Presenting :: Sales :: Business :: Persuading :: Business Process ::

Scan Me:

Company Contact:

Pitch Factory Limited

T. +44 7904155618
W. https://pitchfactory.com

View Online

Additional Assets:
PDF
https://pitchfactory.com/transformation

Newsroom: Visit our Newsroom for all the latest stories:
https://www.pitchfactory.pressat.co.uk