



Bootcamp: Business Fundamentals

New Business Pitching and Future Growth

Course length: 1 day (1 of a 4 day programme)

The ability to present your business effectively is crucial no matter how good your products or services are.

Whether selling to customers or seeking investment, having a clear pitch informed by good market intelligence and robust insights is essential to maximise your growth.

This masterclass will help you develop a compelling proposition for your business.

How can it help?

- Create a pitch to win more business and higher value customers
- Design new ways to pitch your business, products and services
- Discover techniques to give your business a competitive edge
- Ensure you can answer the tough questions about your strategy and proposition
- Provide access to investors
- Pinpoint sources of market research and intelligence

Programme outline

This one day interactive masterclass will ensure participants understand how to improve their pitching skills and align their proposal to client needs and business objectives. The session will highlight the importance of using the right market information in order to make pitches memorable.

Content will include:

- Pre pitch - stacking the cards in your favour with good market intelligence
- Principles of market research
- Tools and techniques
- Research action planning
- Presenting the business proposition
- Business development through defining and refining product/corporate proposition
- Structuring the pitch
- Tailoring format and content for your audience
- Practising the business pitch with mentor support
- Where to find investors

Who should attend?

This masterclass can be delivered to micro or small businesses. This will benefit new business owners launching their first startup or existing businesses who recognise gaps in their skills and knowledge base.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this one day course or the full four day business fundamentals programme then please contact:

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