



# Win Without Pitching Workshop

Seattle, WA | September 5th & 6th, 2019

The Win Without Pitching 2-day training workshop is a blend of teaching, role-playing and hands-on exercises that will drive change at your firm the moment you return to the office. You should leave this workshop with the knowledge, plan and tools to immediately start winning more business at higher prices and lower cost of sale. The curriculum focus is The Four Conversations—our framework for navigating and closing the sale, the Win Without Pitching Way.

## The Venue

The event is being held in the SouthLake Union/Belltown area of downtown Seattle, near many hotels and restaurants. Exact venue location and directions will be emailed to you upon registration.



## Accommodations

There is no hotel room block (you're on your own) but the venue is walking distance from numerous hotels and a short cab ride from many more.

## Agenda: Day One (September 5th, 2019)

Day one begins a little later (10.00 am), allowing some travellers to arrive in Seattle that day. Your registration fee includes breakfast, lunch and snacks both days and a hosted group dinner the evening of September 5th.

### **9.00 Continental Breakfast & Registration Opens**

A late start means a light breakfast.

### **10.00 The Probative Conversation**

This first conversation in the arc of the sale is where you prove your expertise to the client and move in her mind from just another vendor to the expert practitioner. But here's the secret to the probative conversation:: when you do a few things properly



you don't even have to be present for this conversation—you can let your agents do the work. Don't worry, all will be revealed on the day.

**11.00 Principles of Navigating the Sale**

There are six key principles to keep in mind during the buyer's journey. We'll explore how winning the race to object or embracing silence, among other principles, can put you in the driver's seat during the sale.

**12.00 Lunch Served in Dining Area**

No need to go out for lunch or reach into your pocket, we're feeding you well right in the beautiful dining area of the facility. Feed your brain and get to know your fellow workshop attendees.

**13.00 The Jedi Mindset**

This is meditation, WWP-style. The conversations you have with yourself before a business development interaction are far more important than what you say after "hello." We'll get you in the right frame of mind, allowing you to behave as the expert and open up more fun and productive sales conversations.

**15.00 Afternoon Break**

A healthy 30-minute break in the action to refuel and connect with even more of your fellow attendees.

**15.30 Qualifying Conversation Framework**

Get ready to jump in and play around with how to effectively qualify a lead. We'll teach you the framework for conducting those initial qualifying conversations to assess the quality of the fit and the appropriate next steps. We'll introduce you to the one question that will get you to what the decision maker really wants, at a professional and personal level, and much, much more.

**17.00 Adjourn**

That's day one done. There's a bar around here somewhere...

**19.30 Win Without Pitching Hosted Dinner** location TBA

Is this the best part of the whole event—dining with a few dozen of your newest friends at a fantastic restaurant? And it's all included in the price of your workshop tuition. If your spouse is traveling with you ask us about the spousal dinner package.



## Agenda: Day Two (September 6th, 2019)

Day two begins an hour earlier than the previous day and it kicks off with a full breakfast. We end at 16.00 to allow people to get to the airport for flights departing at 18.00 or later. There's almost always interesting dinners being organized by those sticking around.

### **8.00 Full Breakfast in the Dining Area**

The day begins with real food for a day of hard thinking and neural realignment. And yes, there will be muffins and yogurt for the grazers.

### **9.00 The Value Conversation**

In the value conversation you're seeking to uncover the value you might help deliver to the client and therefore the compensation you might command. This conversation is difficult to master but it can have profound effects on your firm and future. We'll start by teaching you the framework for conducting a value conversation and the principles to employ throughout. We spend the entire second day in the world of value creation. We can't wait to watch the penny drop. You will be forever changed.

### **10.30 Morning Break**

Wait—your firm does what? Dude, we need to connect...

### **11.00 The Value Conversation Continued**

The conversation so good we devote two 90-minute segments to it.

### **12.30 Lunch Served in Dining Area**

Fuel up, it's a hard sprint to the finish. After today your professional world will never be the same.

### **13.30 Crafting and Pricing Your Proposals**

Using the information you gathered in your value conversation exercises and employing the principles and rules from his book [Pricing Creativity](#), Blair will teach you how to price and scope a proposal on one page in less than 30 minutes. You are now out of the lengthy proposal-writing business.

### **15.00 Refreshments**

We power through the afternoon break in order to adjourn early and allow people to make late afternoon flights home, but we still take care of you with various "special" refreshments and snacks.



**15.10 The Closing Conversation**

The closing conversation is quick, easy and stress free when you handle the previous three conversations properly. In the workshop's final exercise you will present your previously crafted proposal and then close on the engagement.

**16.00 Adjourn**

The workshop may be over but you are now part of the Win Without Pitching community. It's like the Hotel California in that you can check out but you never really leave. We'll give you the tools for keeping in touch, making sure that your learning and development does not stop here, or ever.

**For More Information**

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