



Module III Business

Pitch
Course

Topic 4 Message VS Audience

Lesson 1:
Introduce yourself as
expert



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ONCE THIS LESSON IS COMPLETED AND APPROVED, LEARNERS WILL BE ABLE TO:



1. Position themselves as an expert in the field of their project
2. Sell this knowledge



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1. YOU ARE THE EXPERT



THE BIGGEST EXPERT IN YOUR BUSINESS IS YOU:

As expert, your pitch must explain who you are, what you do and why this differentiates you:

- Who I am
- What I do
- Why this is important



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2. HERE YOU HAVE SOME TIPS TO INTRODUCE YOU AS EXPERT



Highlights the relevant, not the recent.

Focus on distinctive skills and/or knowledge of a key sector

Connect the ideas for consistency and coherence

Perhaps what you do is obvious to you, but outside of your environment it may not be so understandable..

Reach with your interlocutor

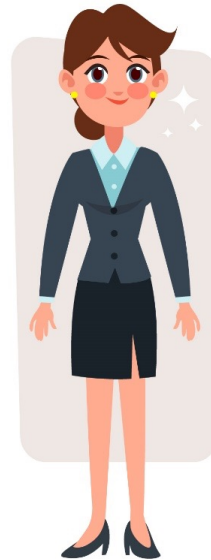
Knowing how to do something is not enough, you must be able to transform, be part of a greater goal, of a professional mission that defines you. There are many professionals in the market, why are you different? Why should the listener care?



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CONCLUSION



In the following lessons, you will learn how to reach your audience and how to tailor your message accordingly, and you can use these tips to apply how to show yourself as an expert.



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