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COURSE BROCHURE

Storytelling for Business Pitches Training Course

11 – 15 January 2027
Paris

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Registered in the United Kingdom and Saudi Arabia

Storytelling for Business Pitches Training Course

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Storytelling for Business Pitches is a 1-week training course for managers, team leaders and client-facing professionals who must win approval, budget or a client decision in a short meeting, and it produces a rehearsed story-led pitch narrative. Decision-makers now hear more proposals in less time, so a clear narrative arc often decides which idea gets funded. Jupiter Prime Training runs this course on pitch storytelling for commercial and internal audiences.

Why Storytelling for Business Pitches Matters Now

Three forces shape pitching today: executives who skim decks before meetings, buyers comparing vendors side by side, and hybrid meetings where attention fades fast. An organisation whose people pitch with a clear hook, a credible conflict and a concrete ask moves faster on approvals and wins more client mandates; one that relies on feature lists loses momentum and goodwill. The course rests on widely used narrative models: the three-act structure, the Situation-Complication-Resolution SCR pattern, Monroe's Motivated Sequence and the Pyramid Principle for top-down messaging.

Who Gains Most from Storytelling for Business Pitches

- Managers who present investment cases and funding requests to a leadership committee
- Account and relationship owners who pitch services to prospective clients
- Team leaders who sell change initiatives to their own staff and peers
- Bid and proposal contributors who shape the narrative of a tender response
- Product and project owners who brief sponsors on progress, setbacks and next steps

A sales or business development unit gains most when several of its members attend together and leave with one shared pitch vocabulary.

Storytelling for Business Pitches Capabilities

Participants turn raw facts, figures and customer anecdotes into a pitch that earns a clear yes or no from the listener.

- Design a pitch arc with a hook, tension and resolution — for a sponsor deciding on funding
- Build a one-line core message and supporting proof points — for executives with little time
- Translate numbers into a visual story with one insight per chart — for finance and risk reviewers
- Adapt one story to buyer personas and objections — for client procurement panels
- Deliver a pitch with deliberate pace, pauses and eye contact — for live and hybrid audiences
- Assess pitch rehearsals with a structured feedback rubric — for peers and line managers

Key Storytelling for Business Pitches Terms

- Narrative Arc — the shape of a story from setup through rising tension to a resolution that the audience can act on.
- Hook — the opening line, question or fact that earns attention within the first seconds of a pitch.
- SCR Pattern — Situation, Complication, Resolution: a sequence that frames a business problem before proposing the answer.
- Core Message — the single sentence a listener should repeat to a colleague after the pitch ends.
- Proof Point — a fact, case or customer quote that makes a claim in the pitch believable.
- The Ask — the specific decision, budget or next step the presenter requests at the close.

Storytelling for Business Pitches Day by Day

Day 1: How Listeners Decide

- Attention Span Research — Opening Hooks for Busy Decision-Makers
- Audience Persona Canvas — Mapping Motives, Fears and Buying Criteria
- Emotion and Logic Balance — Choosing Story Weight Versus Evidence
- Stakeholder Influence Map — Deciding Who Must Hear the Pitch First
- Story Bank Audit — Collecting Customer and Team Anecdotes

Day 2: Building the Story Structure

- Three-Act Structure — Setting Up Conflict and Resolution in a Pitch
- SCR Pattern — Framing the Business Problem Before the Answer
- Monroe's Motivated Sequence — Moving Listeners from Need to Action
- Pyramid Principle — Leading With the Answer for Senior Audiences
- Core Message Drafting — Reducing the Pitch to One Sentence

Day 3: Numbers That Tell a Story

- Insight-First Charts — Choosing One Message per Visual
- Before-and-After Comparisons — Showing the Cost of Inaction
- Customer Journey Stories — Turning Case Studies into Proof Points
- Slide Storyboarding — Sequencing Visuals to Follow the Arc
- Risk and Assumption Framing — Pre-Empting Finance Reviewer Questions

Day 4: Pitching to Executives and Clients

- Elevator and Ten-Minute Versions — Scaling the Pitch to Time Available
- Objection Handling Stories — Answering Pushback With Examples
- Vocal Variety and Pausing — Holding Attention in Hybrid Rooms
- The Ask and Close — Securing a Clear Next Decision
- Persona Tailoring — Reworking One Story for Two Buyer Types

Day 5: Practising the Story-Led Pitch Narrative

- Pitch Arc Rebuild — Applying SCR to a Live Business Message
- Data Visual Review — Testing Charts Against the Core Message
- Filmed Rehearsal Round — Delivering Before a Mock Executive Panel
- Peer Feedback Rubric — Scoring Hook, Proof and Ask
- Final Story-Led Pitch Narrative — Script, Storyboard and Delivery Notes

Applying Storytelling for Business Pitches After the Course

- Run a pitch clinic with colleagues where each upcoming proposal is rebuilt with the SCR pattern before it reaches a sponsor.
- Start a shared story bank of customer outcomes and project anecdotes, tagged by persona, for use as proof points in future pitches.

Storytelling for Business Pitches Questions FAQ

What is storytelling for business pitches and why does it matter now?

Storytelling for business pitches is the craft of shaping facts into a narrative that leads a listener to a decision. It matters now because executives and buyers hear many proposals in short, often hybrid meetings and favour the pitch they can remember and retell.

Which roles gain most from storytelling for business pitches?

Managers seeking funding, account owners pitching to clients and team leaders selling change gain most.

How does storytelling for business pitches differ from a general presentation skills course?

It focuses on narrative and decision, not slide design alone. A general presentation course builds confident delivery; this course builds the arc, the proof points and the ask that make a sponsor or client say yes.

What do you bring back from storytelling for business pitches?

You bring back a rehearsed pitch for a real business message, with a script, a storyboard of visuals and delivery notes, plus a peer feedback rubric.

Storytelling for Business Pitches: The Way Forward

The story-led pitch narrative each participant completes is ready for its first live use with a sponsor or client. Its first decision is whether the core message and ask land with the intended listener. Presenters, their managers and peer reviewers use it together, and after that first pitch its persona assumptions and proof points deserve a second look.