



Communication, Pitching and Selling Talks By Catherine Kaputa

We all learn to speak at a young age, but few master the art of communication. Leaders are good communicators. They know how to talk to be heard and remembered. They know how to influence others by the way they make their recommendations and frame their ideas. They know how to manage difficult conversations. They know how to listen, they know how to empathize and “click,” and how to inspire and motivate people. This talk will share the secrets of great communicators.

Here are Catherine Kaputa’s core talks on communication, pitching and selling:

Public Speaking Power: Speaking to Influence and Engage

Great business presenters know how to use the power of story, names, and metaphors to inspire, persuade, such as The Quest, Lost in a Strange Land, the Parable, the Love Story, and others. It will also present new research on influence and persuasion to make you a more powerful presenter.

What’s Your Pitch? Speaking to Persuade

Many of us never took a course in persuasion. Yet the ability to pitch ourselves, our ideas and our company’s products and services, negotiate a good deal for ourselves or our company, and persuade others impacts us every day in business. This talk will cover how to structure the right pitch for the target person, how to figure out their personality profile and hidden agenda, and how to persuade your clients.

Closing the Sale with Your Brand

In sales, you’re selling the person — *Brand You* — as much as your product or service. Great sales professionals, like brands, are truly customer-focused and develop a special “brand experience” like the best products and services have. Through real life examples, you will learn how to use branding principles to achieve more sales success and turn customers into loyal supporters for *Brand You*.

Crucial Conversations

There are two types of crucial conversations in business: inspirational, motivational conversations that around bad news such as downsizing, poor performance, etc. This talk/workshop will show you how to use framing, empathy, story, and new research on negotiation techniques to be successful in these conversations.