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HAMILTON BRADSHAW
Investing in people with passion

You'll impress if you know who you are presenting to



James Caan

Dear James,

What three qualities do you look for in a person who is meeting you to deliver a sales pitch?

Harry

I started my career more than 30 years ago in recruitment, and I can tell you one thing that has not changed – it is still a people business.

You are selling yourself as much as anything, and this applies to sales pitches in any industry or sector. Three key qualities I look for are passion, preparation and presentation

If you can show real passion for what you are pitching, and confidence in what you are saying, personally I am more likely to do business with you.

Presentation and ability to engage are also important. I get an immediate perception of someone when they walk through the door. If my initial impression of you is not good, then I'm afraid it's going to be even more difficult to impress me. Everything about you is a shop window – how you look, speak, carry yourself – right down to your handshake.

Finally, demonstrate how committed you are with your preparation and knowledge of whom you are pitching to. If I feel like I am hearing the same old things that you have said to other companies, I won't give you a second thought.

You can add so much value to your

pitch simply by striking up a conversation with someone you are pitching to, and discussing their background.

■ For the full article and news of James Caan's free app, go to standard.co.uk/askjames. His book, *Start Your Business in 7 Days*, is out now