



Pitch Like a Pro

Course Syllabus

Course Overview

Description

Salespeople who claim to only speak with pre-qualified prospects might as well paste a giant piece of duct tape over their mouths! Engaging suspects is the only way to determine if they are qualified. The Case Open routine you will learn in Pitch Like a Pro provides a roadmap for engagement to turn suspects into prospects, qualify a suspect for interest, and set an appointment for the next event.

Duration: Approximately 20 min

Objectives

After you complete this course, you will be able to:

- Name the purpose and plays of the case open routine
- Write personalized case open plays
- Deliver case open plays with confidence

Required Materials

The course contains all required materials. No additional materials are necessary.

Course Outline

Introduction

- Practice Activity
- Course overview
- Course objectives

Module 1: Purpose and plays of the case open routine

- “Elevator pitch” components
- Converting suspects to prospects
- Building rapport
- The law of Occupied Space
- Practice activity
- Sell the benefit



- Practice activity
- Review

Course Administration

Earning Your Certificate

The course provides you with multiple attempts to pass the final assessment. You must receive a score of 70% or better to receive your Certificate of Completion. If you do not pass the assessment, it is recommended that you review the course and accompanying materials before you retake the assessment.

Completion Deadline

You have 12 months from the subscription date to complete the course. You may complete the course at any time during this period.

Policies

All learners must be honest and forthright in their professional development activities. Learners are expected to complete their own coursework.

Course Evaluation

After you have earned your certificate, you will have an opportunity to provide feedback that assists the design and development team with course improvement.

Course Contributions

AllRegs® by Ellie Mae courses are developed through the combined efforts of industry experts, instructional designers, and course developers.

Technical Requirements and Support

You must have an Internet connection and an Internet browser that supports the course files. Refer to the [Ellie Mae Academy FAQs](#) to ensure your browser supports our courseware, and to address any additional questions you may have.

Course Help

For additional assistance, email learning@elliemae.com. Please provide the following details:

- Course title
- Related screen number(s)
- Browser and version
- Your contact information