

PITCH

LIKE
MICHAEL
JORDAN
WOULD SAY

YES

PREVIOUSLY DELIVERED AT
GLOBAL SME SUMMIT DAVOS

How do top CEOs win deals
that others think are
impossible?

This masterclass offers you:

A proven
framework
for high-stakes
negotiations.

Skills to position
your company
against stronger
competitors.

Immediate,
actionable
tools to sell
strategically.



Scan QR Code
and see her in
action

Masterclass Highlight

Nike–Jordan Case Study:

This 1 hour masterclass will inspire by you looking at how Nike was able sign one of the biggest athletic deals in history when they were truly the underdog.

Who is your speaker?

Professional speaker Yoke van Dam specialises in influence and the buying brain. She is obsessed with helping her clients convert their deals faster, creating a sense of urgency, and sell strategically. Her Power of Persuasion bootcamp has helped her clients to win funding for films, get onto large stages, secure tenders and win continuous projects for their businesses.

www.y-connect.biz • yokevandam@y-connect.biz



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I still think about Yoke's talk *Pitch in a way that Michael Jordan would say yes*, even two years later, that's how powerful it was. The lessons on positioning and negotiation apply to businesses of any size. Whether you're pitching a product, a project, or a client, this talk gives you strategies to grow, scale, and break into new markets. It's advice that sticks.

– Gerold Joubert,
CEO of Auxano

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