

Pitch Coach
Creator of The Pitch Canvas©
Co-founder Pitchy

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2500+ Startups & Scaleups

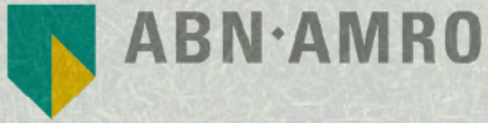
RAISED OVER €460MILLION



31 Countries

TRAINED 36,000+ PEOPLE

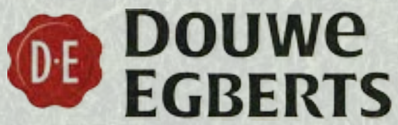
























My Mum was a **CHIEF EXECUTIVE**



THE REPORTER, FRIDAY, NOVEMBER 4, 1977

Watchdog role for Kay

ISTEAD Rise housewife, Mrs Kay Beckett has been appointed as a consumer's watchdog on gas.

Mrs Beckett, married with two sons, is now a member of the South Eastern Gas Consumers Council until 1980. Her role as a consumer watchdog will be to follow up complaints from customers who feel they have not received a satisfactory service from the South Eastern Gas region.

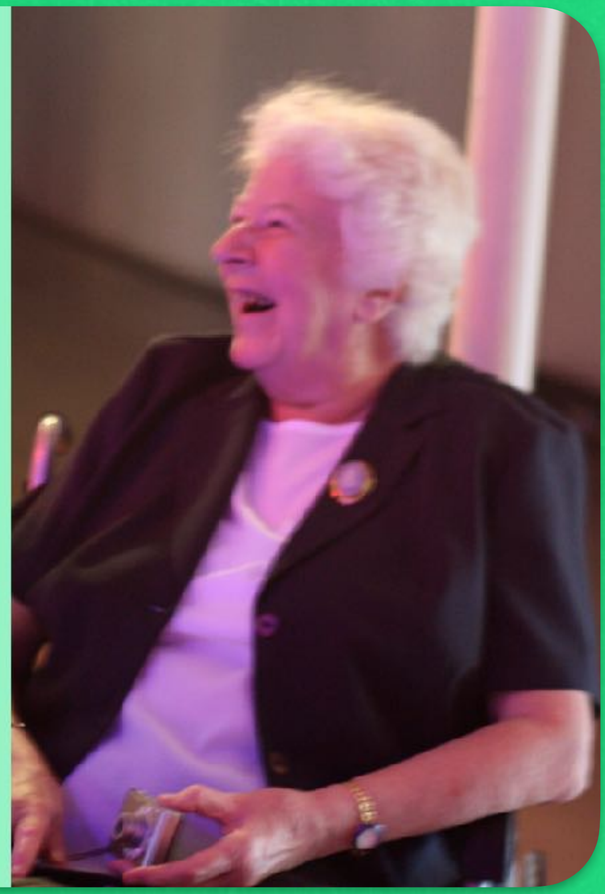
She has been involved in consumer affairs for several years. She was Chairman of the Dartford and District consumer group for two years, and has been a member of what is now the North West Kent consumer group, since 1971.

Experience

Formerly the Home Safety officer with Dartford Council for five years, she is currently Home Safety Liaison Officer for London and the South East with the Royal Society for the Prevention of Accidents.

Mrs Beckett also has executive committee experience in Age Concern and the local Association of University Women. She is also on the British Standards Institution Panel, drawing up a British Standard for gas log fires.

Details of how consumers may make complaints to the Gas Consumers Council through Mrs Beckett will be appearing in gas showrooms.



Please send this
me as it is

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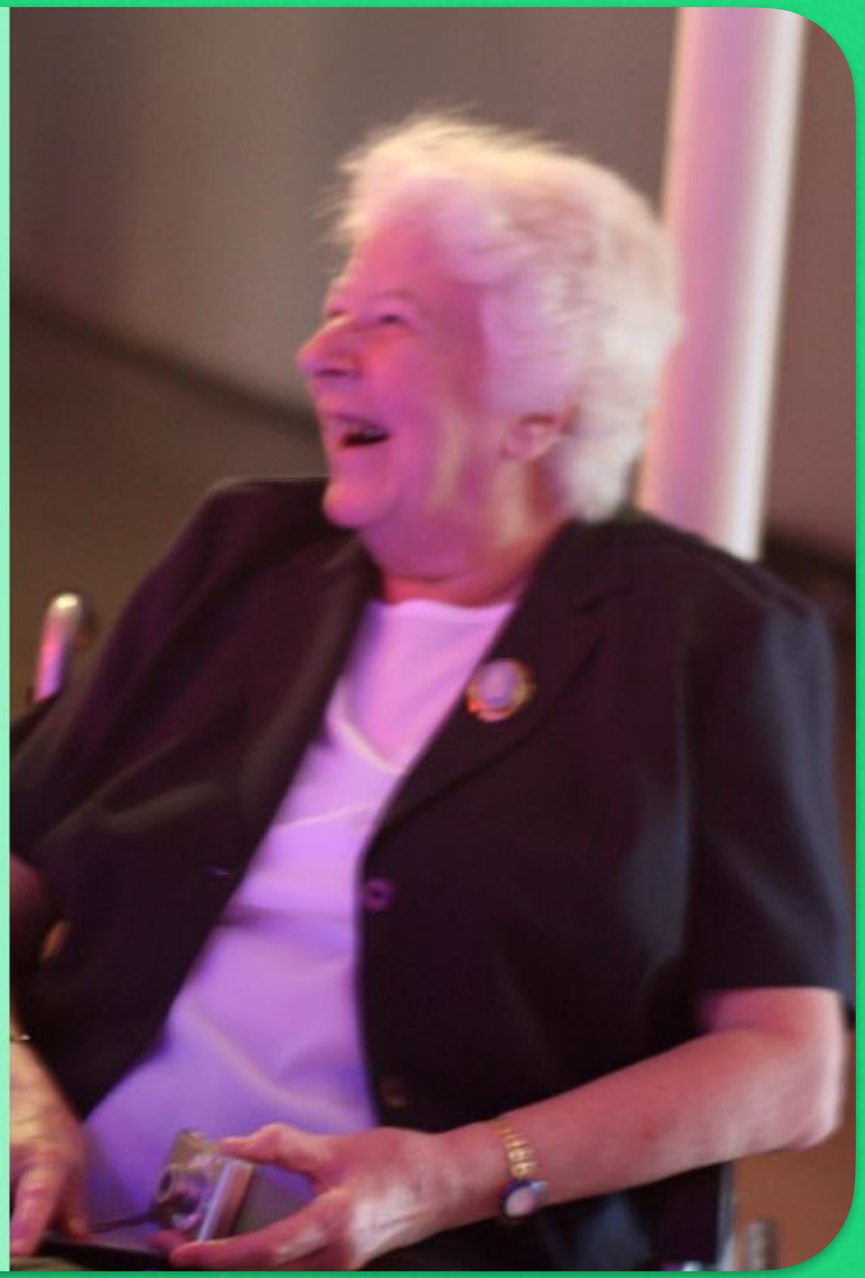
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Canon
WIDE
IMAGING
STEREO



This is a **DO** workshop

not just a think session



ACTION STEP

this means
I'm going to ask you
to do something!

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Present yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



5

ACTION STEP

Present yourself in
30 Seconds to someone you
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When the 30 seconds are
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LET'S DO IT!



Who are we communicating with?

Why are we communicating?

What should we communicating?


TOOLS

3 Tools for
GREAT COMMUNICATION



How to introduce yourself professionally



Meeting Communication: managing interruptions



The Power of Three: focusing you, and them

The most frequent presentation
YOU WILL EVER MAKE




2



25 Seconds - 4 sentences

THE HANDSHAKE PITCH



The Question...

"WHAT DO YOU DO?"

The basis of any **GREAT COMMUNICATION**



Someone who **doesn't know much** about your role/team



They understand **EVERYTHING...?**

The basis of any **GREAT COMMUNICATION**



Someone who **doesn't know much** about your role/team



They ask **Questions**



ACTION STEP

Write down your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

Write down your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



7 MINUTES

FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

***Test* your Handshake Intro:**

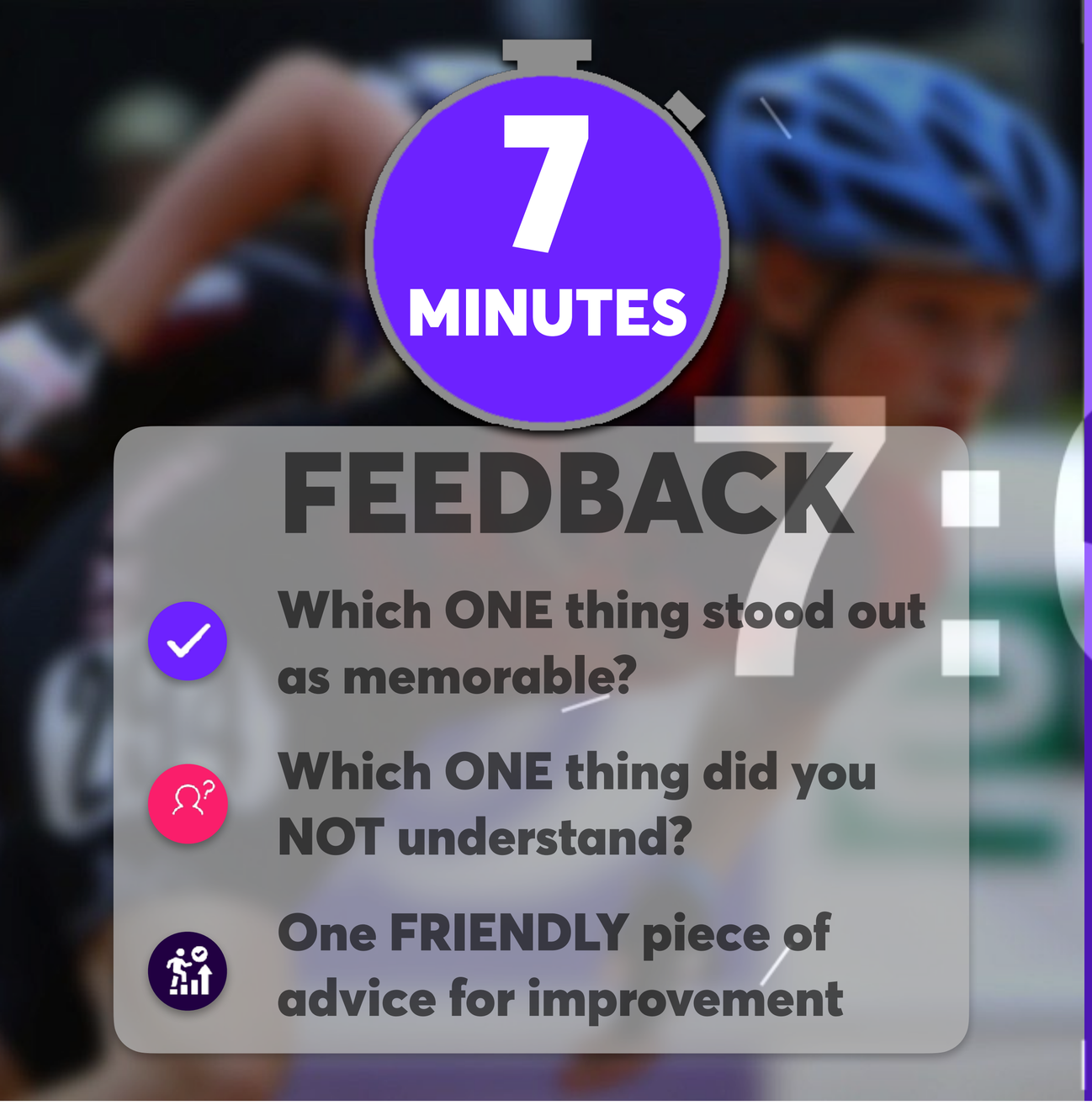
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

***Test* your Handshake Intro:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Anyone want to share
WHAT YOU LEARNED?


You've just gone through the
BEST WAY TO PRACTICE



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What stood out?



What did you not understand?



Friendly advice for improvement

3 Tools for
GREAT COMMUNICATION



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Meeting Communication: managing interruptions



The Power of Three: focusing you, and them


How do you make
YOUR VOICE
HEARD?

Meetings are a

FACT OF PROFESSIONAL LIFE




Meetings have a big influence
ON HOW PEOPLE JUDGE YOU

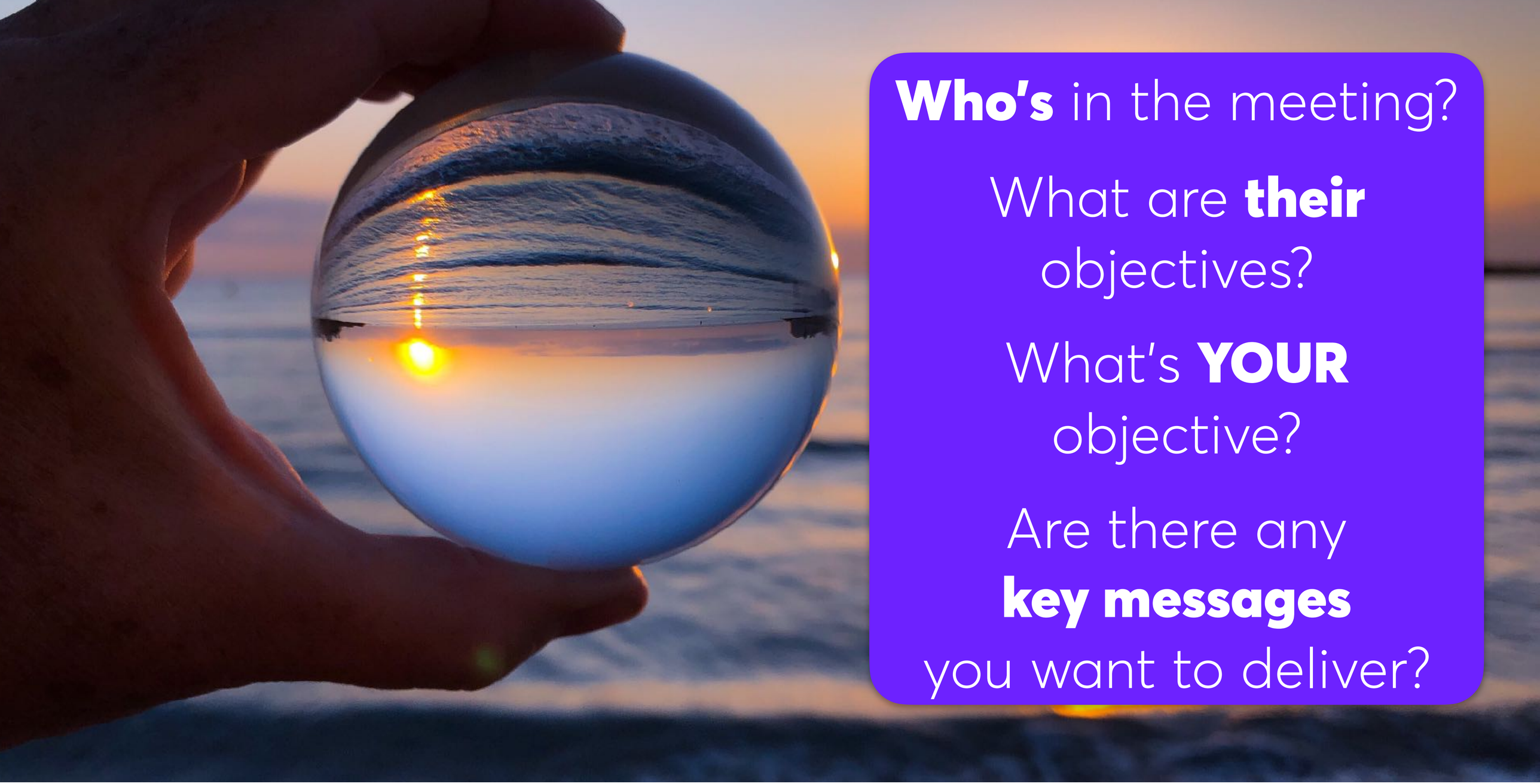

ACTIVE =
ATTENTION + RESOURCES
PASSIVE =
BEING OVERLOOKED


Getting your voice heard
IS AN ART FORM!
Control Tabs
General
Projections
Coverage
Income streams
Market density


How do you make
YOUR VOICE
HEARD?


BEFORE
DURING


Take time to
ASSESS THE SITUATION



Who's in the meeting?

What are **their** objectives?

What's **YOUR** objective?

Are there any **key messages** you want to deliver?


BEFORE
DURING


Mindset
I WANT
TO BE
HEARD


Mindset
I WILL
BE HEARD



BODY LANGUAGE

Active

Sitting Forward

Paying Attention

BE PRESENT

ONLINE?

Camera On

Smile!

Nod,

thumbs up

BE PRESENT



Opportunity to build on a point?

TAKE THE OPPORTUNITY



Focus on your objectives

KEEP IT SHORT: POWER OF 3



Be Specific:

avoid general statements

Use **Data** where possible



Be specific
PUT A NUMBER ON IT

"Complex processes take too much time"

"Employees are not happy with X…"

"There are **11 steps** in this process, so it takes 20 minutes every time"

"In a recent survey, **Y%** of employees said they were **unsatisfied with X**. The result is…"

Avoid conditionals
MAKE IT PRESENT



Hopefully

We're trying to build…

If it works out, maybe…

One of the leading…



We **do**, We **are**

We are building…

We will be…

The Leader!



DEALING WITH INTERRUPTIONS

Research on gender and **INTERRUPTIONS**



7 Interruptions



7 Interruptions



48 Interruptions:

<u>46</u> by the male

NOTE: Data from 2017

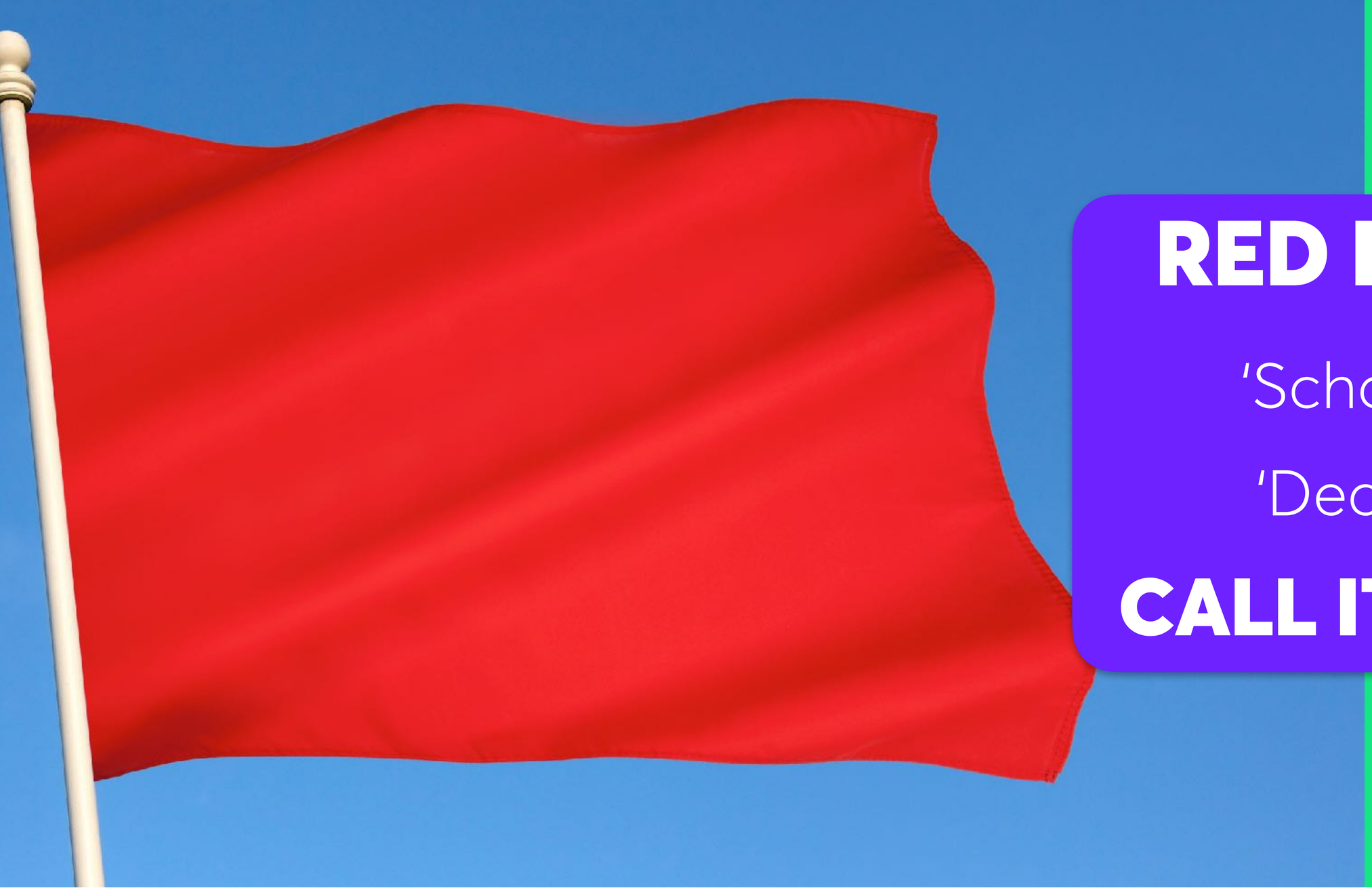


DEALING WITH INTERRUPTIONS

If you haven't finished:
BE BOLD!

"I'll come to your point **after** I've finished"

"That's the **third time** you've interrupted me - I'd like to finish."



RED FLAG

'Schat…'

'Dear…'

CALL IT OUT!

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Meeting Communication: managing interruptions



The Power of Three: focusing you, and them

The Power of THREE



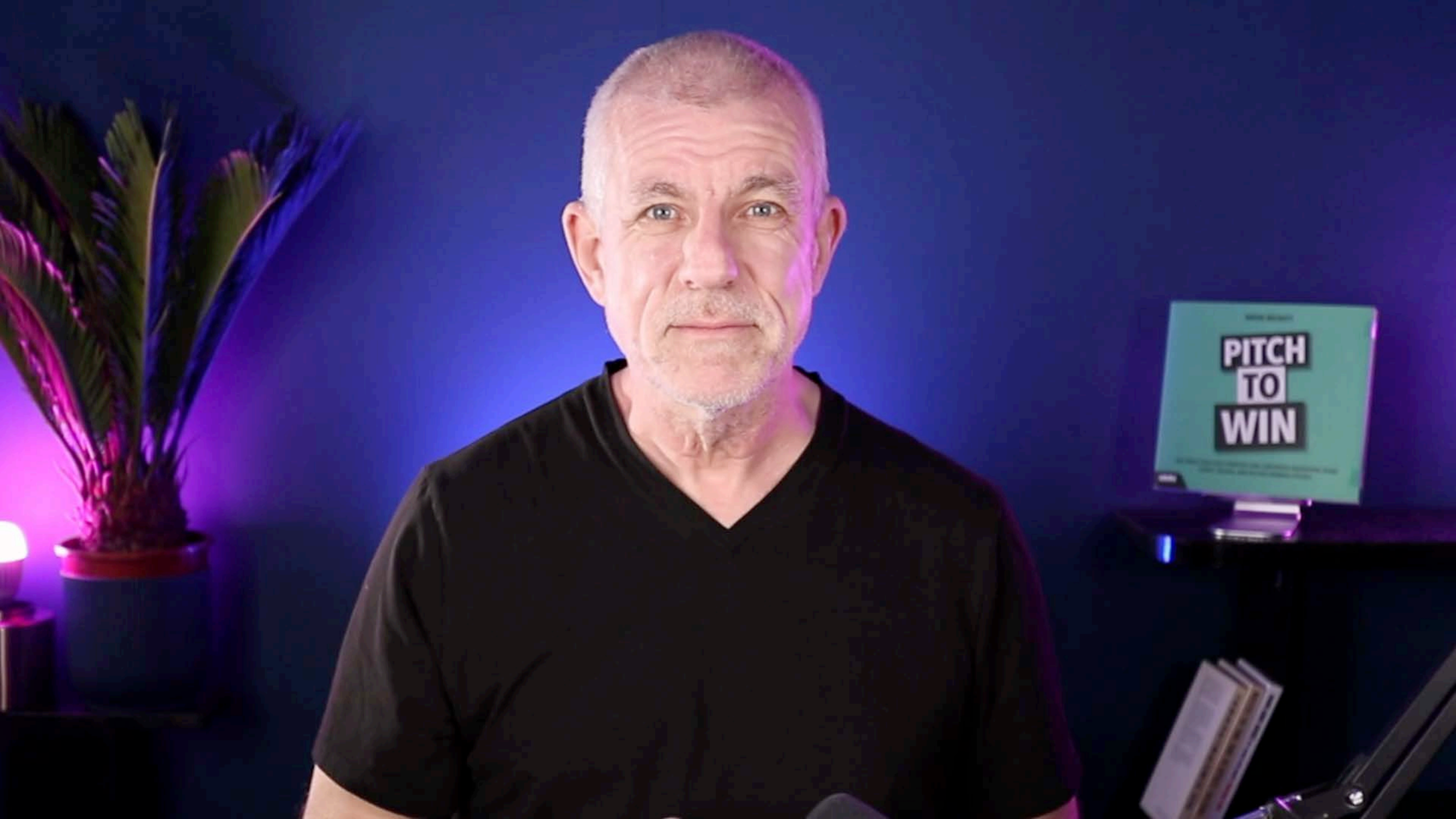
What happens if I say…

“Hi, I’VE GOT 11 THINGS I WANT TO TELL YOU…”




"There are many things I could tell you,
BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER"


So why
THREE?


PITCH
TO
WIN

How do you apply
THE POWER OF THREE?



Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE



ACTION STEP

Imagine:
They will only remember
3 things of the **whole** story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition;
1-2 sentences per item.

3 Tools for
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The Power of Three: focusing you, and them

Pitch tools and

RESOURCES







best3minutes.com/harmanwomen24

All the workshop
SLIDES



best3minutes.com/harmanwomen24

Best 3 Minutes

5

Steps to Preparing your Winning Pitch



Thanks for joining the recent Pitch workshop!

Here's a quick high-level reminder of the main steps you need to take to make a great pitch.

Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at;
tiny.cc/pitchworkshop

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Best 3 Minutes

5

Biggest Pitching Mistakes To Avoid



Thanks for joining the recent Pitch workshop!

Here's a quick checklist of mistakes that are regularly made during pitches. These are the errors to avoid: be sure they don't happen for you!

Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

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5

Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch.

Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

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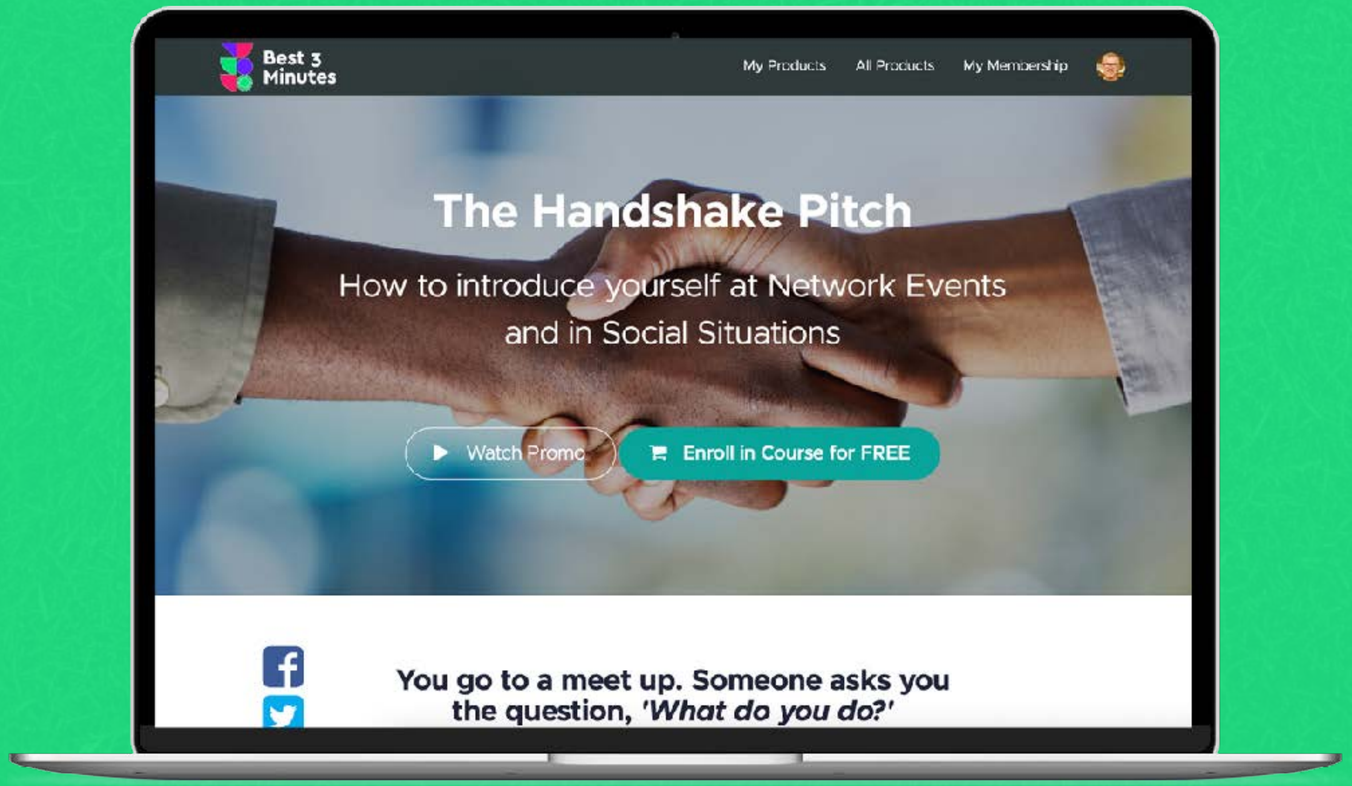
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FREE

10 Minute Online Course

YOUR INTRO PITCH



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The Essential Pitch Podcast

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