

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2500+ Startups & Scaleups

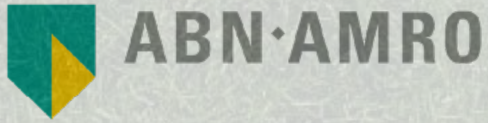
RAISED OVER €460MILLION



31 Countries

TRAINED 36,000+ PEOPLE

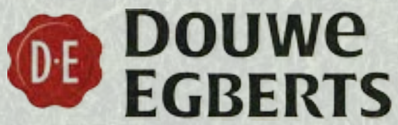
























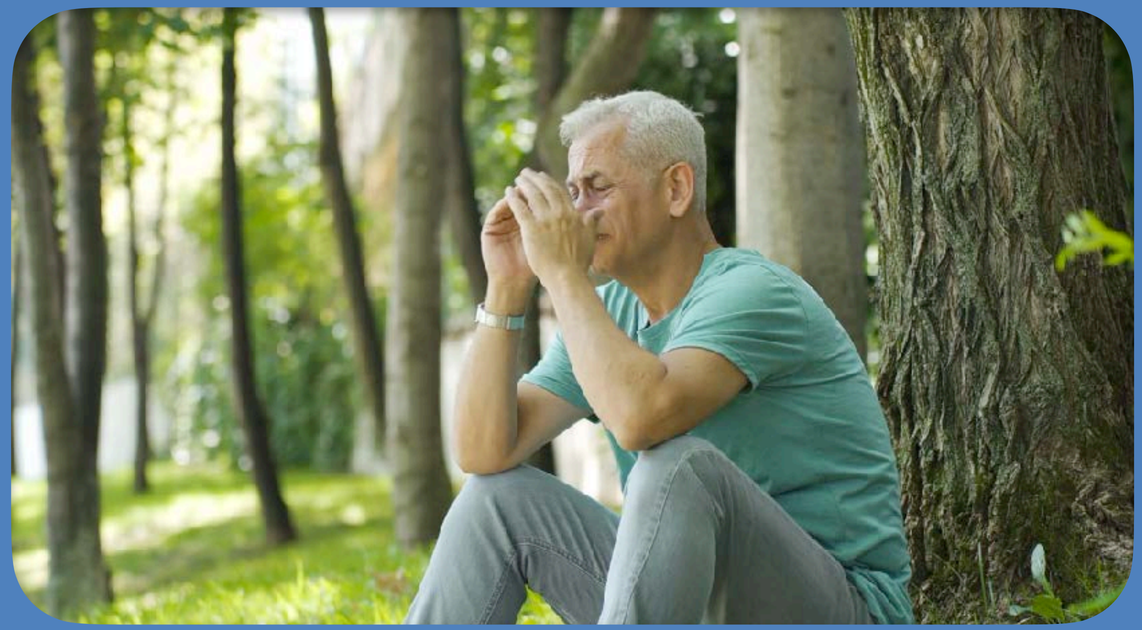
The Pitcher



The Listener




12%
76%




GREAT IDEAS
NEED A VOICE



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

Pitch 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!



ACTION STEP

Pitch 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!



Who are we pitching to?

Why are we pitching?

What should we pitch?


TOOLS

The most frequent pitch
YOU WILL EVER MAKE




2



25 Seconds - 4 sentences

THE HANDSHAKE PITCH



The Question...

"WHAT DO YOU DO?"



25 Seconds - 4 sentences

THE HANDSHAKE PITCH



The Question...

"WHAT DO YOU DO?"

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They understand **EVERYTHING...?**

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They ask **Questions**



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do/offer?

What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **customers love** about what you offer?



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do/offer?

What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **customers love** about what you offer?



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 Pitch:

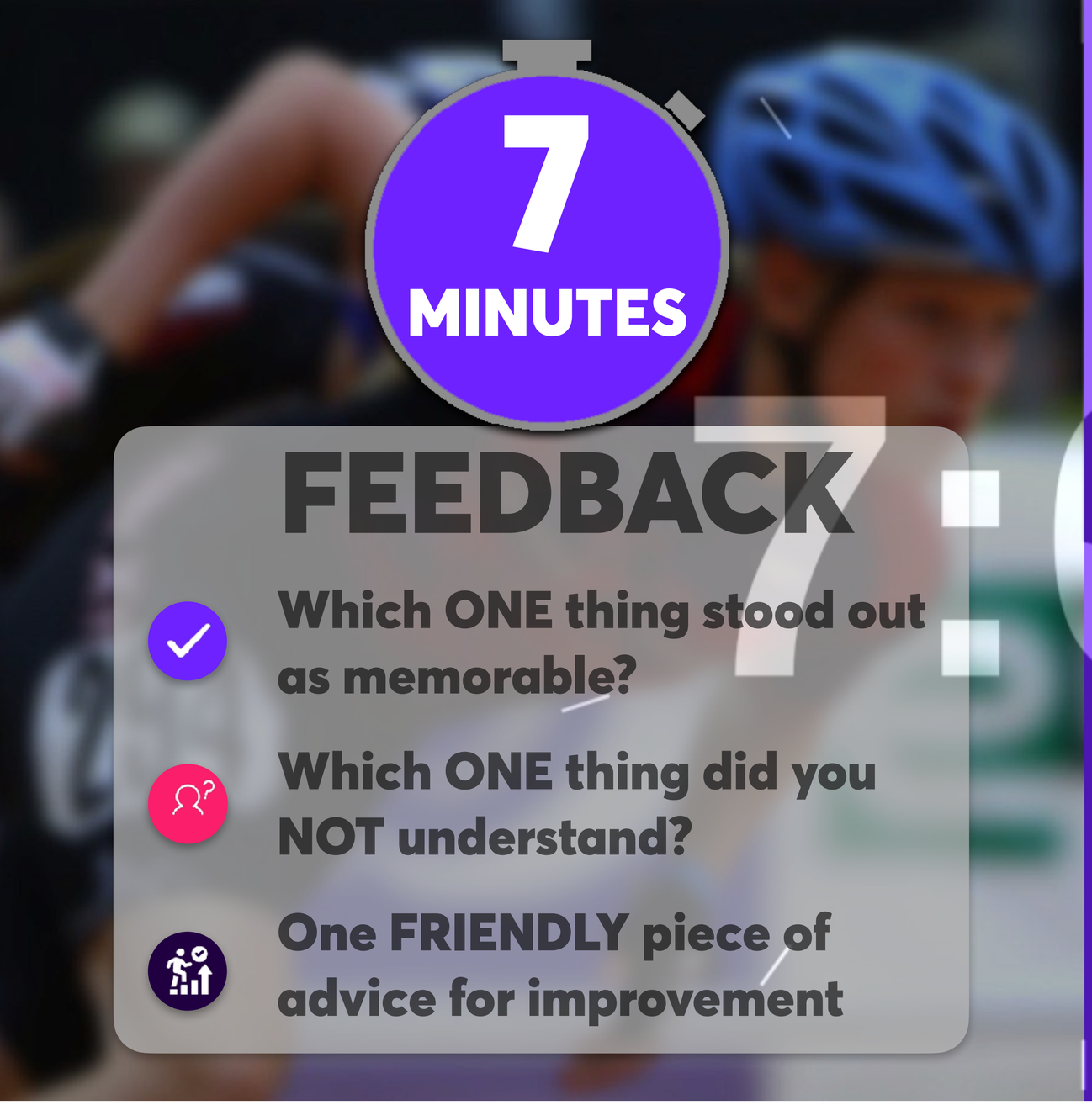
25 seconds, 4 sentences

What do **you** do/offer?

What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **customers love** about what you offer?



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 Pitch:

25 seconds, 4 sentences

What do **you** do/offer?

What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **customers love** about what you offer?


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


TOOLS

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

What goes wrong in the first

2 MINUTES OF A PITCH MEETING?

What goes wrong in the first
2 MINUTES OF A PITCH MEETING?



- Too much history
- Too much product
- Too long a story

What happens in the **FIRST 2 MINUTES?**

I put the company into one of **3 mental buckets...**



EXCITING!

Tell me more!



MAYBE..

Let's see…



NO!

Not for me

You can fix what goes wrong in

FIRST 2 MINUTES



Give them your BEST STUFF in the first 2 Minutes

Tell them the things
THEY WANT TO KNOW



You understand their Pain



The BIG IDEA



Your Unique Product/Solution



Proof you can Deliver

Tell them the things
THEY WANT TO KNOW









And tell them **QUICK!**

Huge Unsolved Pain

Decent Product

Progress & Traction

Amazing Team



STRUCTURING YOUR NEXT PITCH MEETING

How we usually **plan** a 30-Minute Meeting

Pitch	Q&A
20 Mins	**10 Mins**

The **reality** of how it actually goes!

Tech	Pitch	Q&A
3 Mins	**25 Mins**	**5 Mins**

A **Better Plan** for a 30-Minute Meeting

Tech	Pitch	Q&A	Next Steps
3 Mins	**5 Mins**	**15 Mins**	**5 Mins**

Ask the magic question… 🪄

What would you like to know more about?


TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

STORYLINE with Post-It Notes

Opening



THE POWER OF THREE

Closing




We're going to build and test
A 2-MINUTE PITCH

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



WHO'S YOUR AUDIENCE?

Find out in

Discovery Calls

Discovery call questions
TO ASK YOUR CLIENT

"Can you tell me about the **biggest marketing/ business challenges** you're currently facing?"

"Which **competitors** do you keep an eye on, and how would you rate their **strengths and weaknesses** compared to your own?"

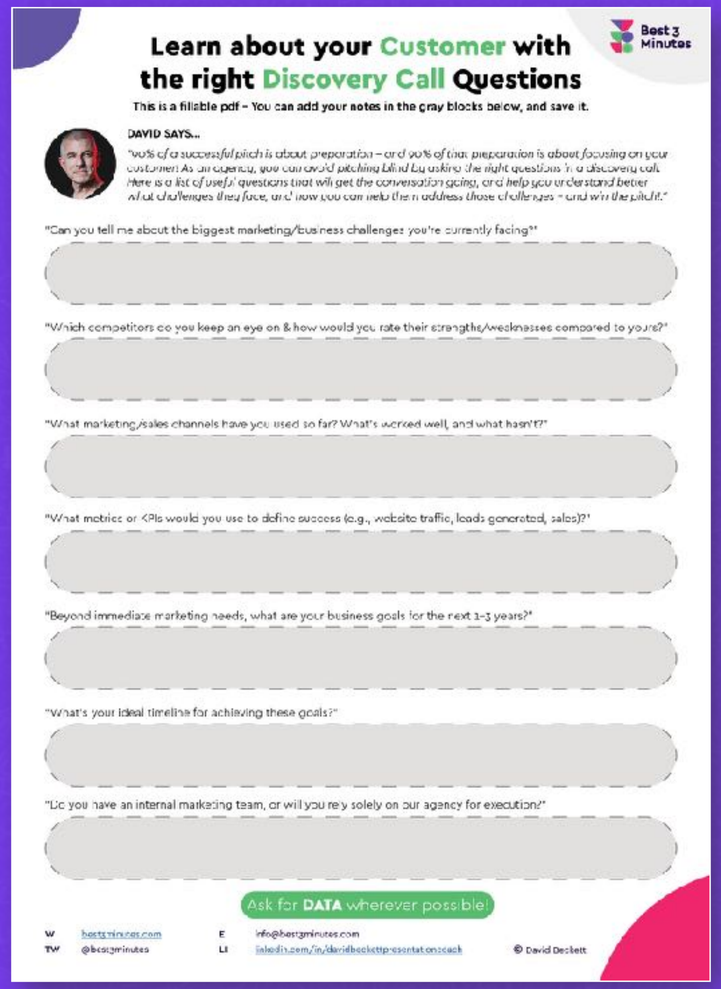
best3minutes.com/tuli24

Discovery call questions
TO ASK YOUR CLIENT

"What **marketing/sales channels** have you used so far? What's worked well, and what hasn't?"

"What **metrics or KPIs** would you use to **define success** (e.g., website traffic, leads generated, sales)?"

best3minutes.com/tuli24



Learn about your Customer with the right Discovery Call Questions

Best 3 Minutes

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"80% of a successful pitch is about preparation – and 80% of that preparation is about focusing on your customer. As an agency, you can avoid pitching blind by asking the right questions in a discovery call. Here is a list of useful questions that will get the conversation going, and help you understand better what challenges they face, and how you can help them address those challenges – and win the pitch!."

"Can you tell me about the biggest marketing/business challenges you're currently facing?"

"Which competitors do you keep an eye on & how would you rate their strengths/weaknesses compared to yours?"

"What marketing/sales channels have you used so far? What's worked well, and what hasn't?"

"What metrics or KPIs would you use to define success (e.g., website traffic, leads generated, sales)?"

"Beyond immediate marketing needs, what are your business goals for the next 1–3 years?"

"What's your ideal timeline for achieving these goals?"

"Do you have an internal marketing team, or will you rely solely on our agency for execution?"

Ask for **DATA** wherever possible!

W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach

© David Beckett

Customer Discovery Call Questions

Fillable pdf downloads available

best3minutes.com/tuli24



ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

---

What is their biggest **challenge**?

No.1 **problem** right now?

No.1 **strategic goal?**

Conservative or **Innovative**?

Money focused? Environment, Social?

What might be their biggest **objection?**



ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

---

What is their biggest **challenge**?

No.1 **problem** right now?

No.1 **strategic goal?**

Conservative or **Innovative**?

Money focused? Environment, Social?

What might be their biggest **objection?**



Make a profile of your Audience
General Edition

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground – use their precious time to focus on the new stuff.

What might be their biggest objection? What's the reason they might say, "this will never work because..."?

W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach

© David Beckett

Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/tuli24

The Open-3-Close© Pitch Model







WHAT'S YOUR OBJECTIVE?

What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

"What could they **do** at **09:30** on a Monday morning?"

Or **within 1 hour** or **1 minute** of the pitch?



WHAT'S YOUR OBJECTIVE?

Provide **introductions?**

Download a guide or template?

Plan a **follow up** meeting?

Agree to a **pilot?**

Sign a **deal?**



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

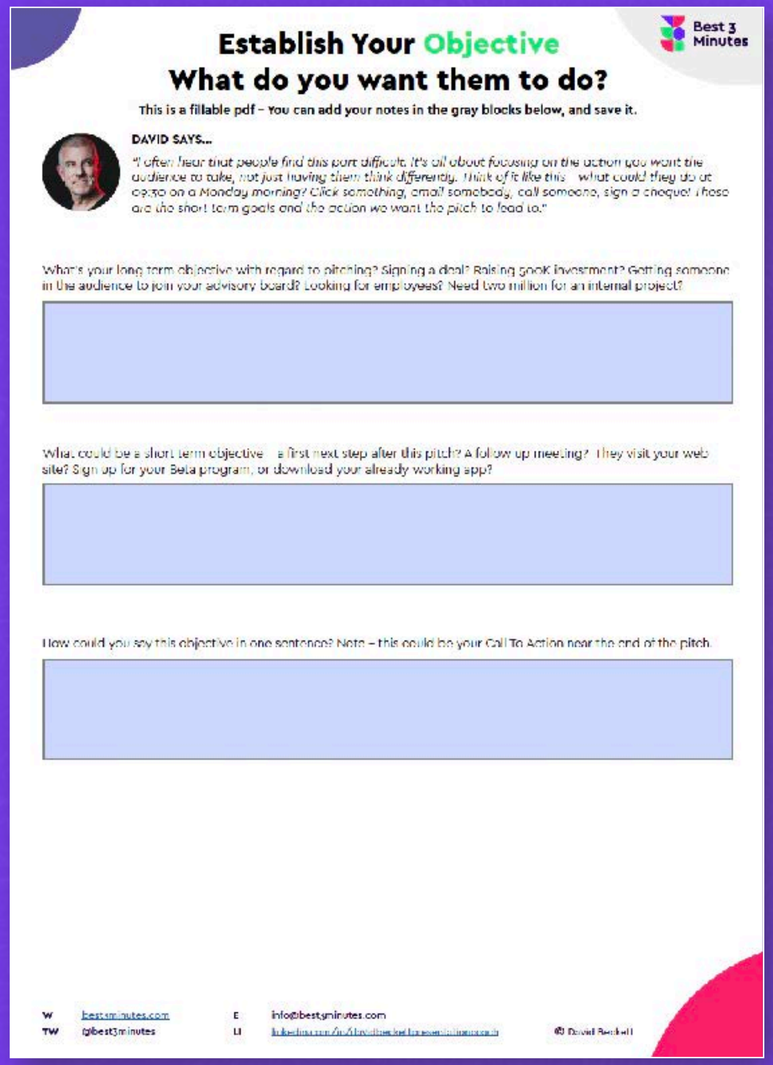
Focus on **Action** - not just thinking differently



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



Best 3 Minutes

Establish Your Objective
What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? Sign up for your Beta program, or download your already working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.

W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI [illegible]
© David Beckett

Write down your Objective

Fillable pdf download available

best3minutes.com/tuli24

The Open-3-Close© Pitch Model







How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

How long will **YOU** spend preparing presentations?

38 MONTHS 🤬





...of your working life

Best 3 Minutes

best3minutes.com

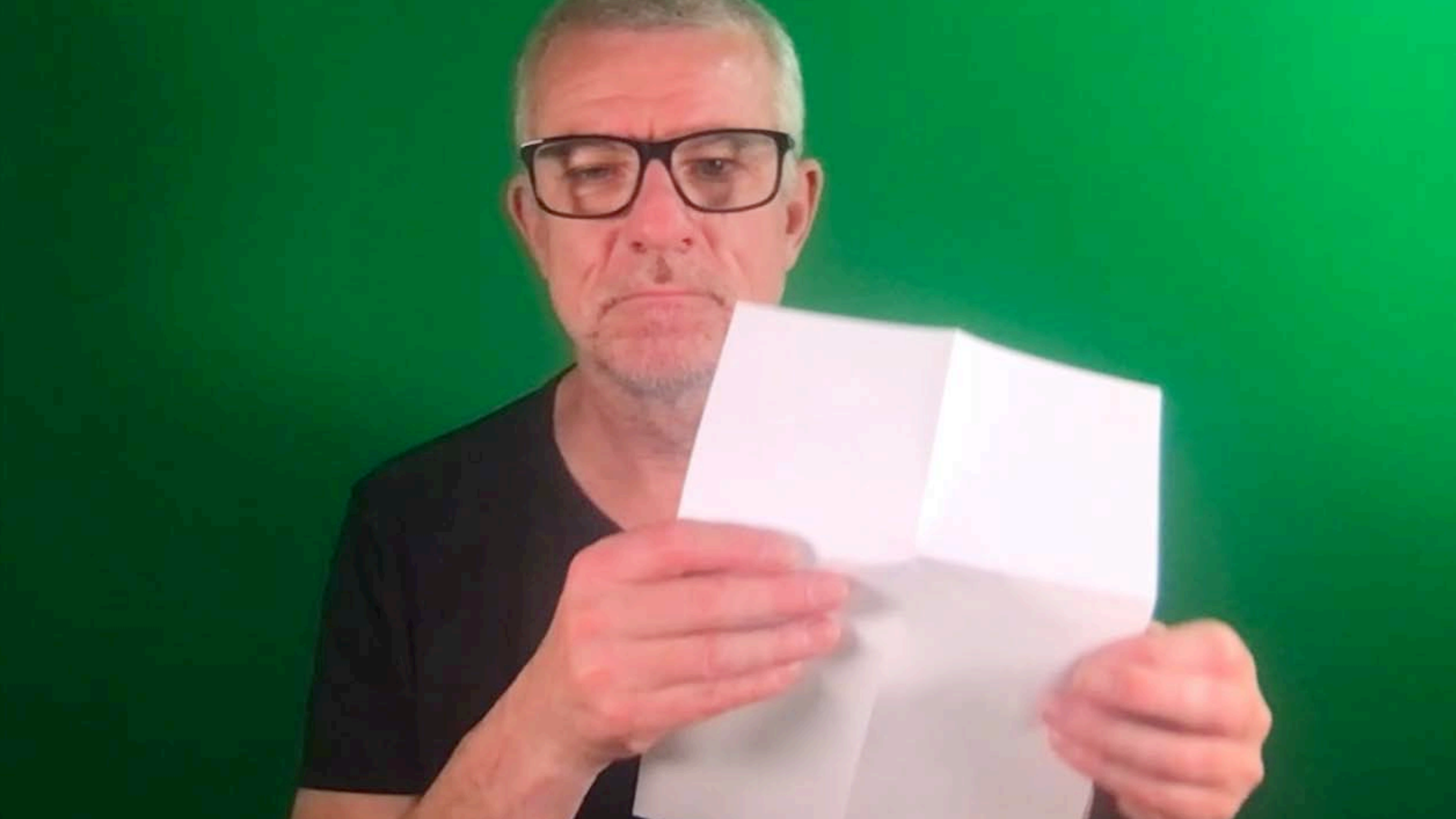



STOP!


Don't Open
POWERPOINT
Until you know what you
are going to say...

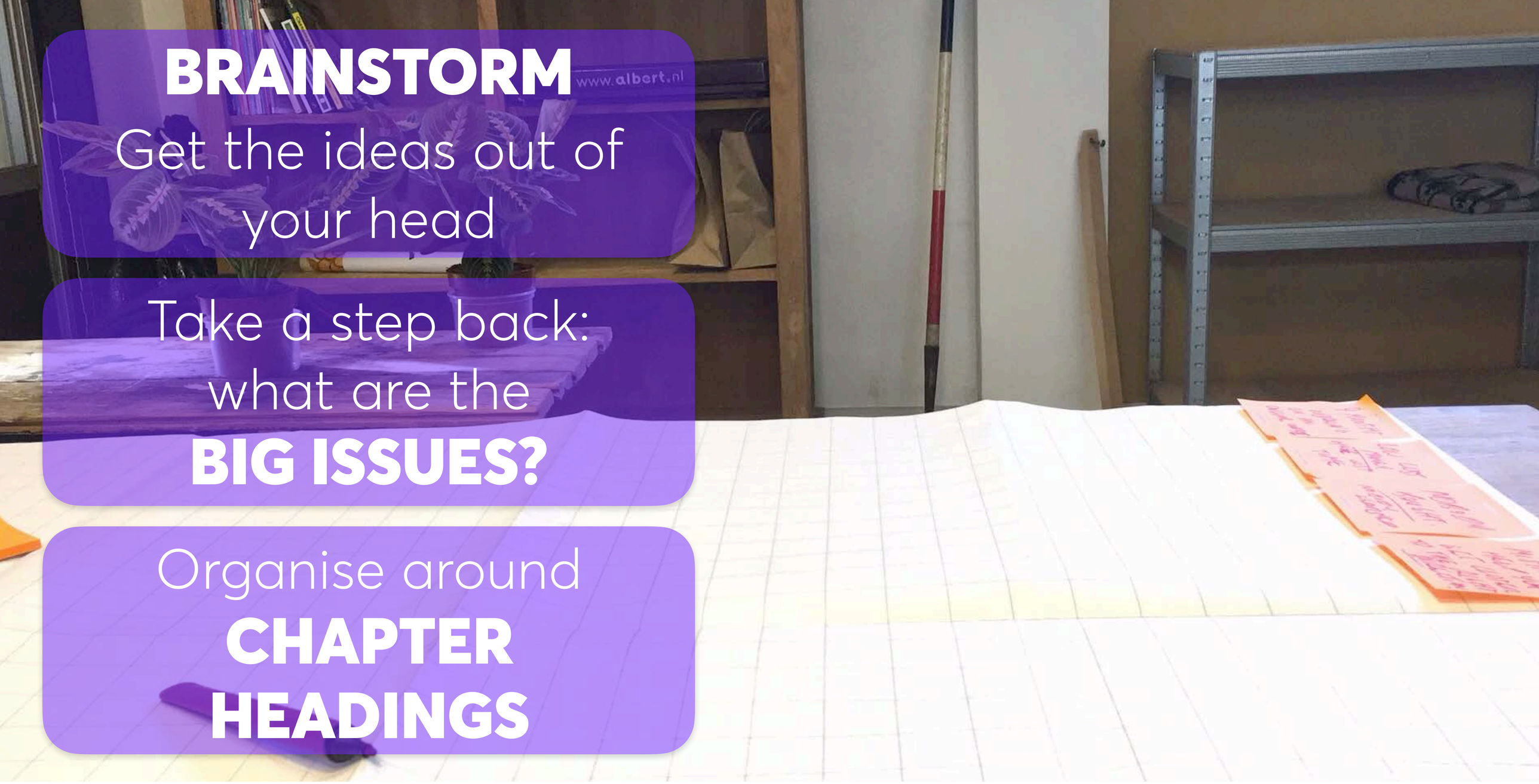


Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline



BRAINSTORM

Get the ideas out of your head

Take a step back: what are the **BIG ISSUES?**

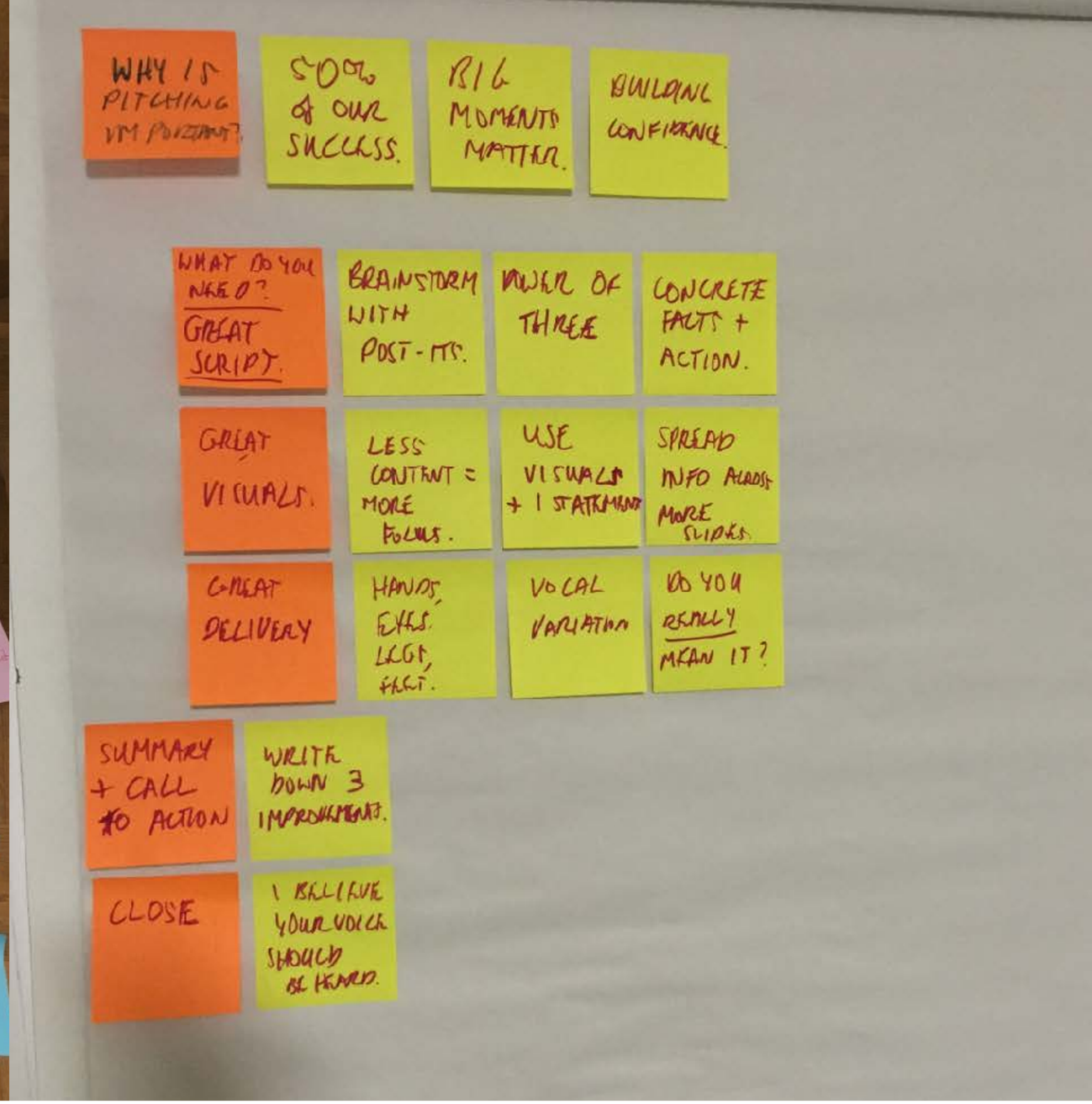
Organise around **CHAPTER HEADINGS**



VIRTUAL TOOLS

miro.com

mural.co





best3minutes.com/tuli24

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

THE PAIN



THE BIG IDEA



THE PRODUCT



WHAT'S UNIQUE



PROOF/ VALIDATION



WHY YOU?



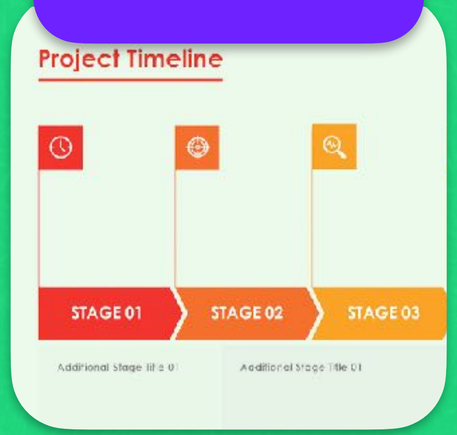
THE TEAM



THE ASK



TIMELINE/ NEXT STEPS





PAIN

What is the **problem** you solve?

The **Why** of the proposition



PAIN

What's **going wrong** specifically for them?

Reflect back what you learned in your Discovery calls

Maximum **3 points!**



PAIN

What's going wrong for companies **in their industry,** or **similar** to them?



Poor **ROI**

Unclear results

No proper **testing** phase

Testing takes **too long** or costs too much

Creative ideas too **complicated**

Inconsistent across different channels



THE BIG IDEA

In 3-4 **sentences** &
3-4 visuals, what is the
big idea of your pitch?

What is the
central topic of **change**
to solve **the pains,** &
deliver results?



PRODUCT

What is your **proposition?**

Strategy, Creative, **Tools**

How does it **solve** the problems?

How will it deliver **results?**



ACTION STEP

Brainstorm: write down *at least* **5 things** about each of the following:

Pain
The Big Idea
Product

Focus on **Results** as well as process/tools

Don't think too much:
just write

best3minutes.com/tuli24

Pain	Takes 20 mins every day	100 million drivers	Miss out on time with family	Drives them crazy!	30% vehicle exhaust fumes	1 year of your life looking for parking		
The Big Idea	IOT - Sensors	Blockchain	Generative AI	"Find a parking space NOW!" Button	Easy to use App	2 mins instead of 20	30% cheaper on average	Next Year: include hotel parking
Product	10K Users	150K ARR	Partner: Q Park	Growing ave. 7% per month for last 6 months	Growing ave. 7% per month for last 6 months	Pipeline Corp customers: 200K		
Proof								
Why You								



ACTION STEP

Brainstorm: write down *at least* **5 things** about each of the following:

Pain
The Big Idea
Product

Focus on **Results** as well as process/tools

Don't think too much:
just write

best3minutes.com/tuli24



PROOF

Who's already **buying**?

Recognisable brands?

Customer success **stories?**



PROOF

Customer success story **format:**

They were **struggling** with…

We **helped them** by doing A, B and C

The **results** were X, Y & Z

ONE LAST THING...





WHY YOU?

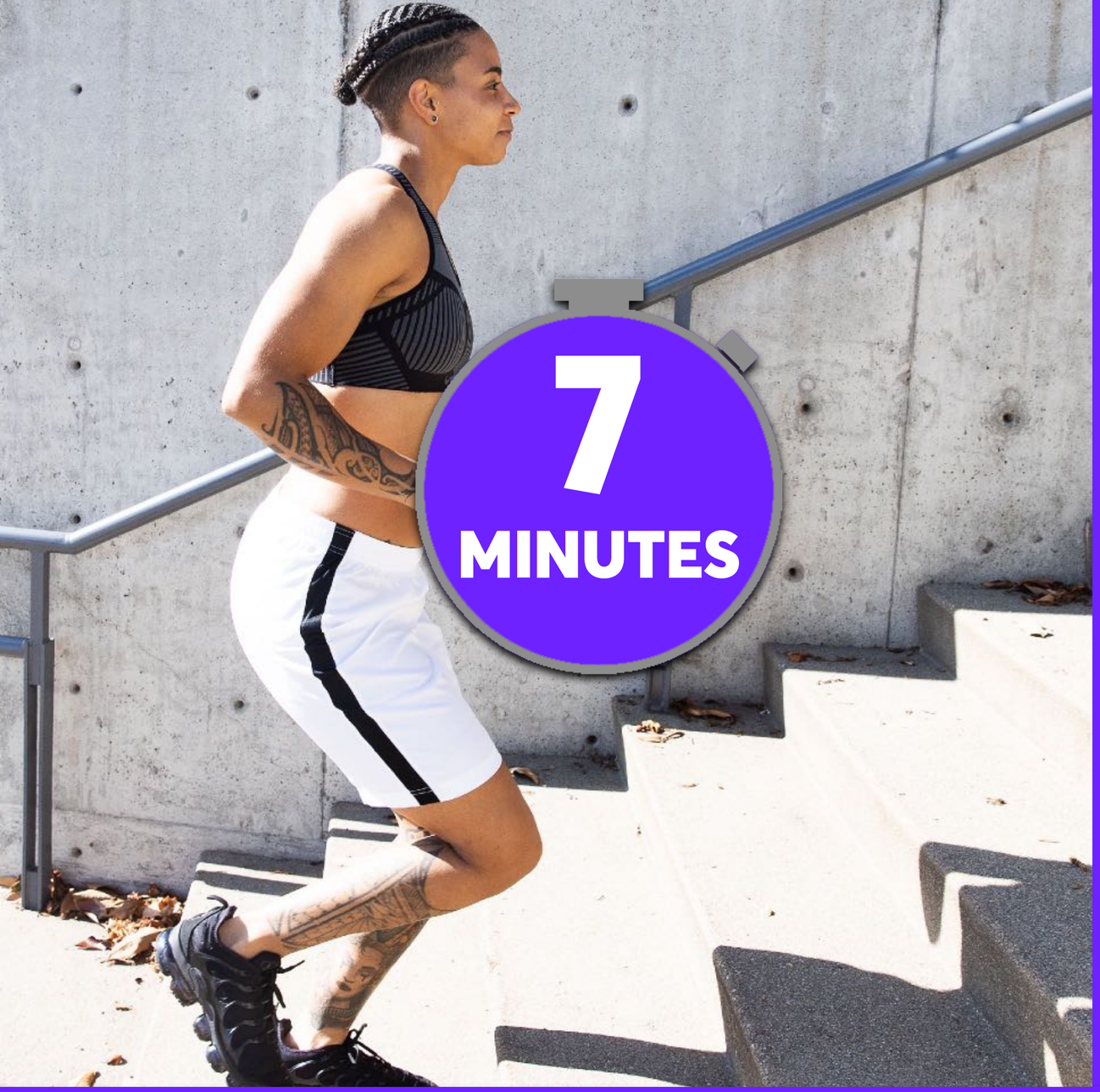
What's your **personal motivation** to offer this proposition?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!



ACTION STEP

Brainstorm: write down at least **5 points** for each of the following;

Proof
Why You

Don't think too much:
just write

best3minutes.com/tuli24

Pain	Takes 20 mins every day	100 million drivers	Miss out on time with family	Drives them crazy!	30% vehicle exhaust fumes	1 year of your life looking for parking		
The Big Idea	IOT - Sensors	Blockchain	Generative AI	"Find a parking space NOW!" Button	Easy to use App	2 mins instead of 20	30% cheaper on average	Next Year: include hotel parking
Product	10K Users	150K ARR	Partner: Q Park	Growing ave. 7% per month for last 6 months	Growing ave. 7% per month for last 6 months	Pipeline Corp customers: 200K		
Proof	30 years industry experience	Worked for companies like X, Y & Z	Compli-mentary skills	3 founders, full team of 11	PHD in data science	Driven by same purpose	23% increased ROI for customer X	
Why You	Spent 15 years in parking industry	Personal Story: why so many spaces, why so many cars looking?	Last startup was a flop! Time to succeed					



ACTION STEP

Brainstorm: write down at least **3 points** for each of the following;

Product
What's Unique
Traction/Validation
The Ask/Call to Action

Goal: 2-minute pitch about the overall proposition

best3minutes.com/tuli24


Let's put the thinking
INTO ACTION!



ACTION STEP

Prepare a **2-minute** pitch with the following;

Pain,
The Big Idea
Product
Proof
Why You

And add a 1 sentence **call to action**

NOTE: 120 seconds = 18 sentences



ACTION STEP

Prepare a **2-minute** pitch with the following;

Pain,
Product
What's Unique
Traction/Validation
The Ask/Call to Action

120 seconds = 18 sentences

best3minutes.com/tuli24

Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

Test a **2-minute**
pitch with the following;

Pain,
Product
What's Unique
Traction/Validation
The Ask/Call to Action

120 seconds = 18 sentences

best3minutes.com/tuli24



ACTION STEP

Test a **2-minute**
pitch with the following;

Pain,
Product
What's Unique
Traction/Validation
The Ask/Call to Action

120 seconds = 18 sentences

best3minutes.com/tuli24


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?


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

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

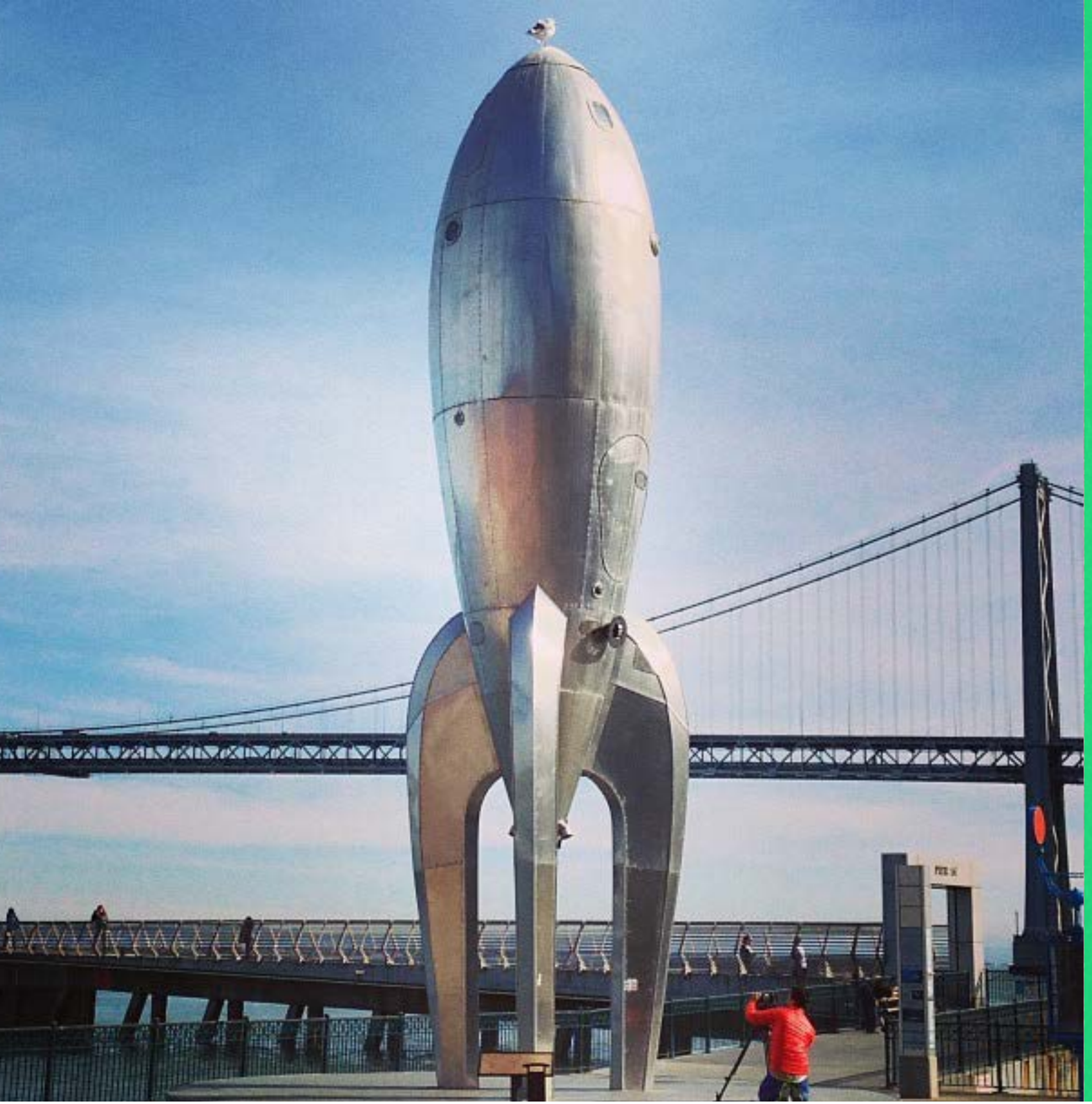
BRAINSTORM
with Post-It Notes

Opening



Best 3 Minutes


Make the first word count
OPEN POWERFULLY



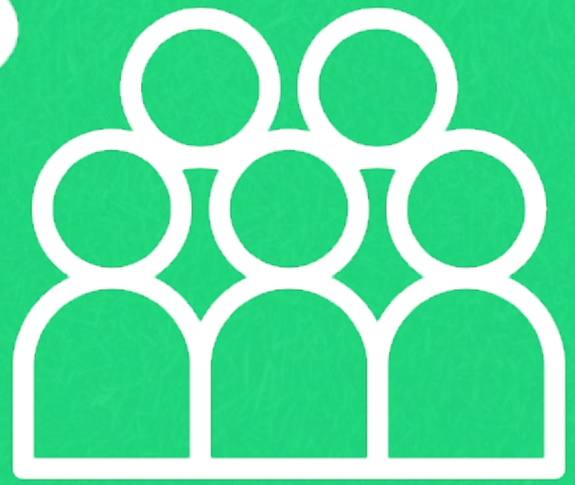
The first 20 seconds buys

ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





A professionally planned opening from
The Great Bubble Barrier


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

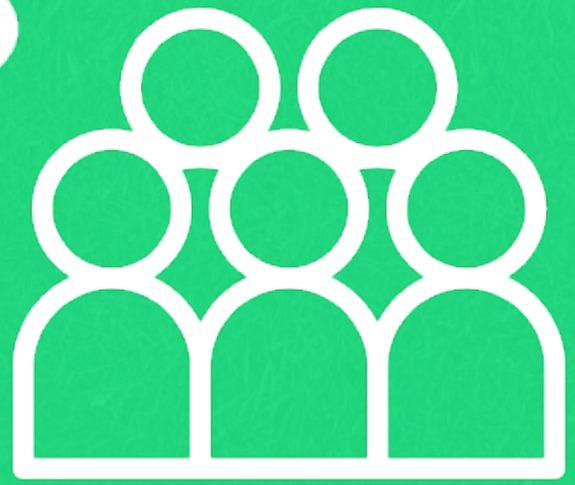
SADDL



Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences

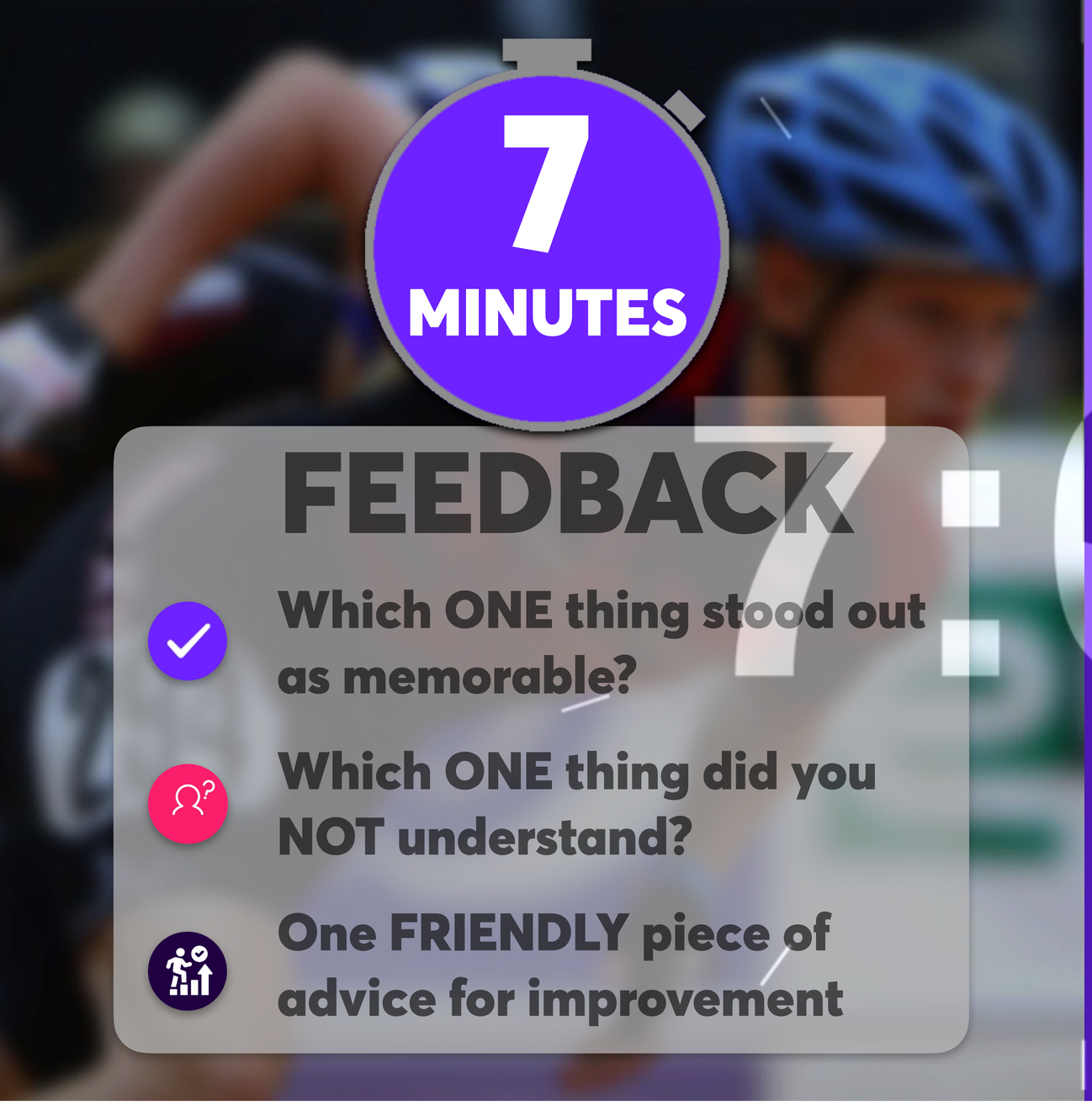
5



ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each



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 out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each


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?

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Making your story

FOCUSED & MEMORABLE

The Power of THREE



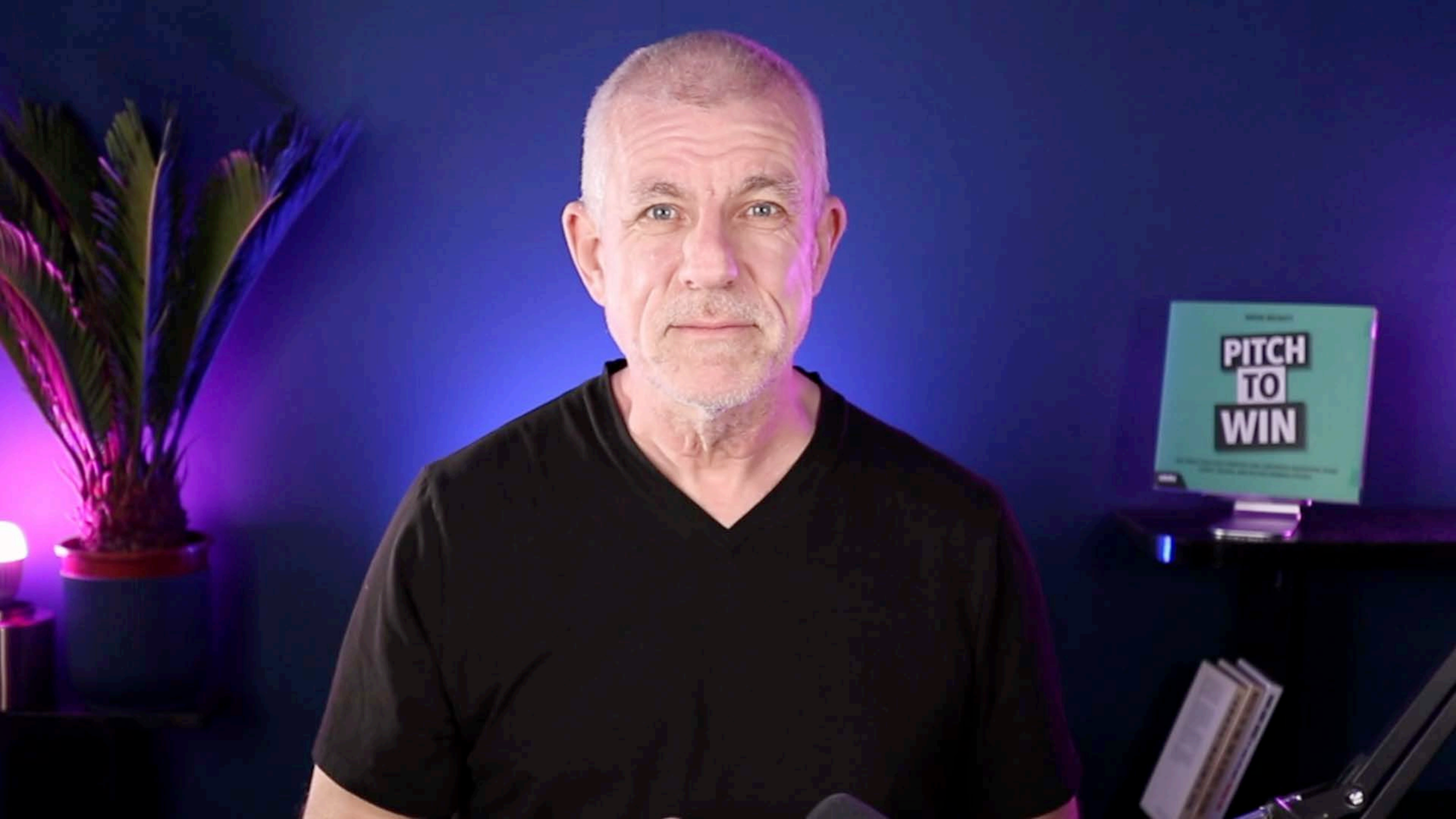
What happens if I say…

“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.

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening

THE POWER OF THREE

Closing



Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 SECONDS

What you've seen is...

(a 3-point, 1-sentence summary)

What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Pitch tools and

RESOURCES







best3minutes.com/tuli24

All the workshop **SLIDES**



best3minutes.com/tuli24

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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach

© David Beckett

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.

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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach

© David Beckett

Best 3 Minutes

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.

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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach

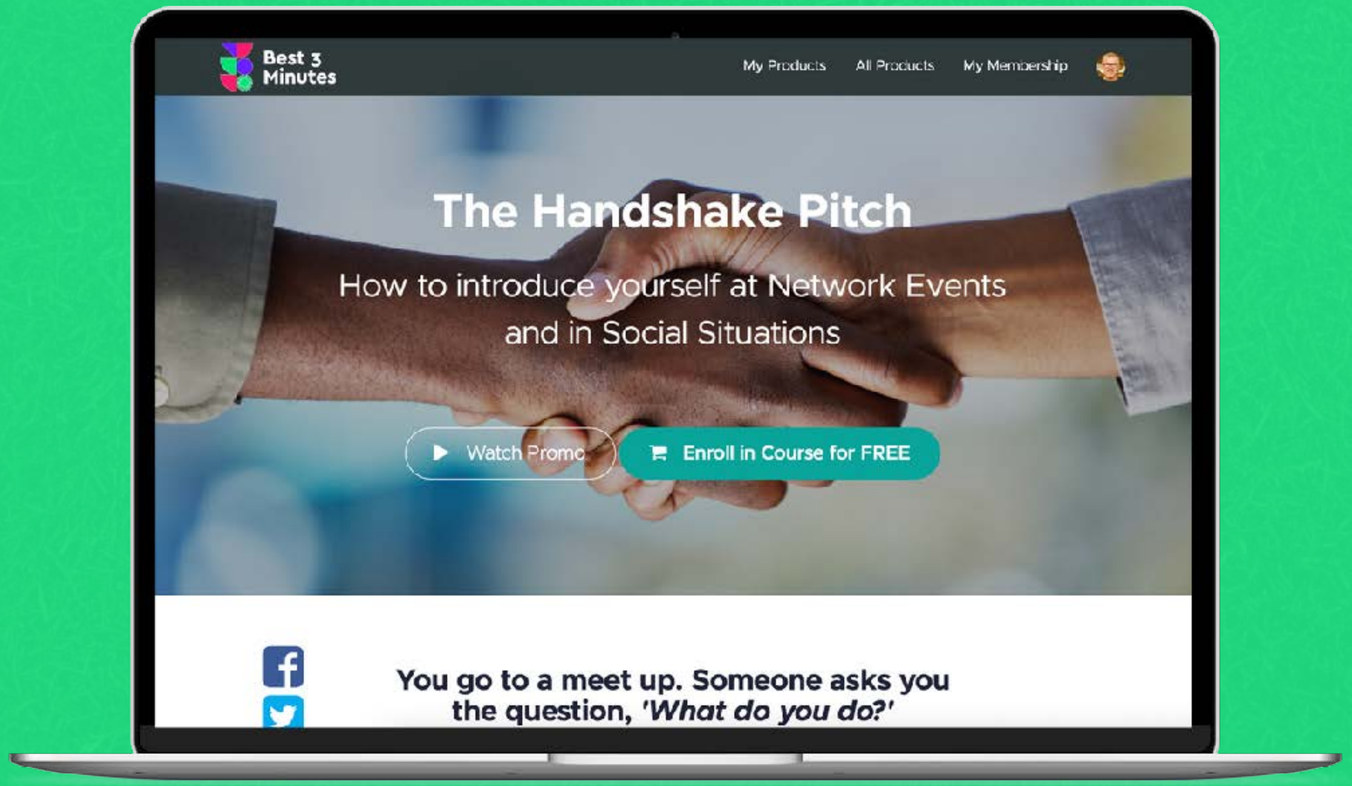
© David Beckett

best3minutes.com/tuli24

FREE

10 Minute Online Course

YOUR INTRO PITCH



best3minutes.com/tuli24



The Essential Pitch Podcast

best3minutes.com/tuli24



David Beckett

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/tuli24