

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

## David Beckett best3minutes.com



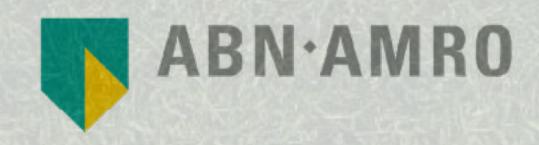






### 31 Countries TRAINED 36,000+ PEOPLE







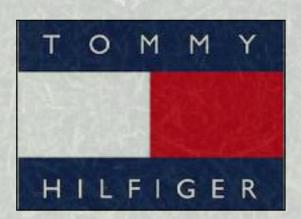








### NETFLIX



### **Q**tomtom



### Booking.com





### The Pitcher





### The Listener



















This is a Workshop not just a think session







## ACTION STEP



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

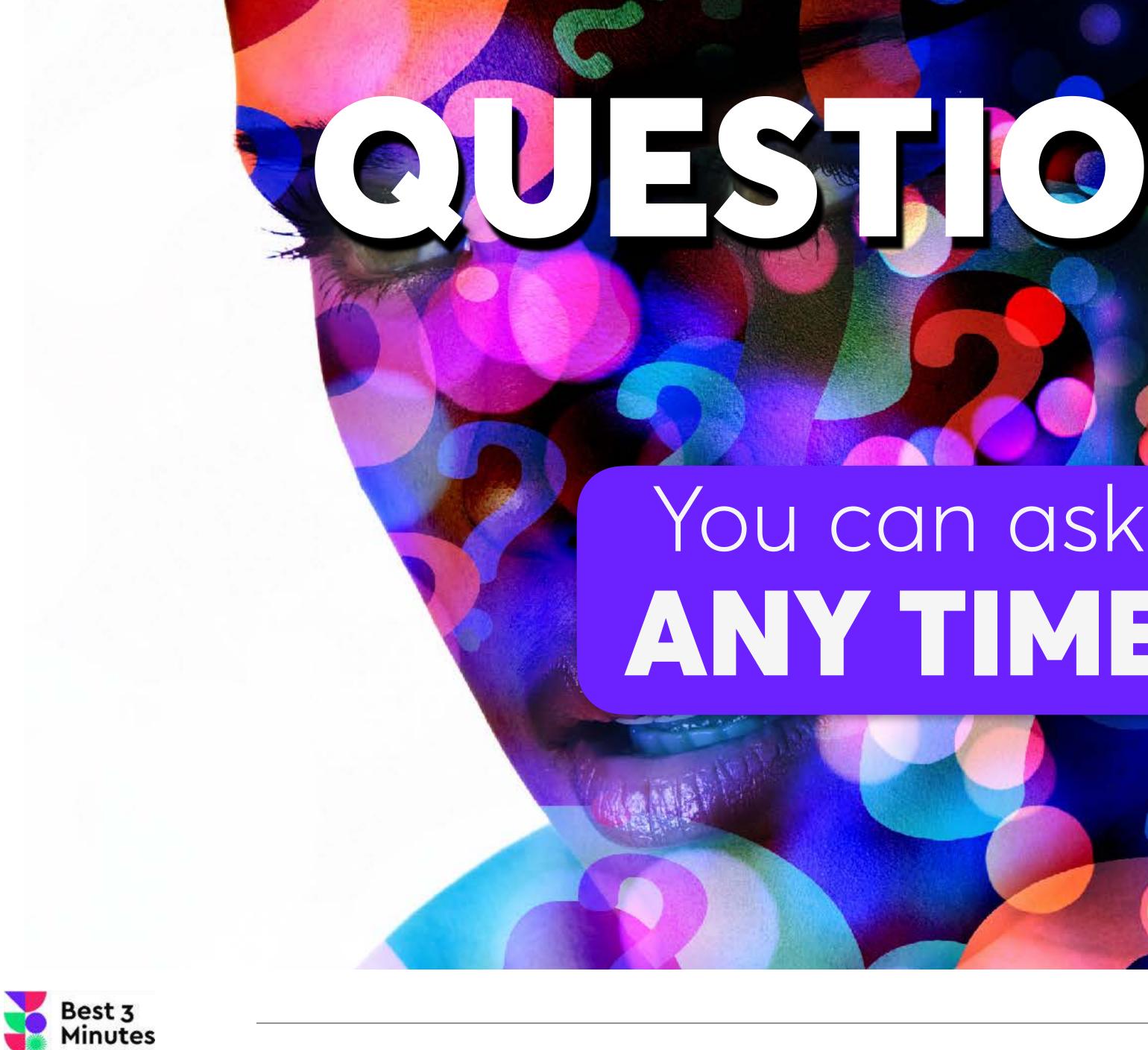


## You will receive SLIDES AND MANY MATERIALS









### You can ask







## 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** 

### LETS 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** LETS DO T.









Model we pitching to?

### (?) Why are we pitching?

## Des What should we pitch?





## The most frequent pitch YOU WILL EVER MAKE











## 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







### The stand **CH** They EVE

## The basis of ANY GREAT PITCH



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





# They ask Ouestions





## ACTION STEP

Write down your Handshake Pitch: 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?

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## ACTION STEP

### Write down your Handshake Pitch: 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?



### best3minutes.com/briskr

How to talk about CUSTOMER PAINS "What they are struggling with is..." "They are losing money every day because ... "

"What's driving them crazy is..."

## How to talk about CUSTOMER PAINS "They're increasingly frustrated because..." "The future is scary because ... " "They can't adjust because they lack the skills and knowledge..."

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## ACTION STEP

Write down your Handshake Pitch: 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?

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### ACTION STEP

Write down your Handshake Pitch: <u>25 seconds, 4 sentences</u>

What do you do? What kinds of customers? What problems do they face? What's unique about how you solve those problems?



### 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?

What kinds of customers?

What **problems** do they face?

What's unique about how you solve those problems?





### 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? What kinds of customers? What problems do they face? What's unique about how you solve those problems?







## Take one minute

## Arte covn: What did you learn? From receiving and giving feedback? What will you change?







## Take one minute TO REFLECT

Mate covn:

# What did you learn? From receiving and giving feedback?



# What will you change?



# Anyone want to share WHAT YOU LEARNED?













### Think it through







### Write it down



### Say it out loud

### 









### **GET FEEDBACK**





What did you not understand?

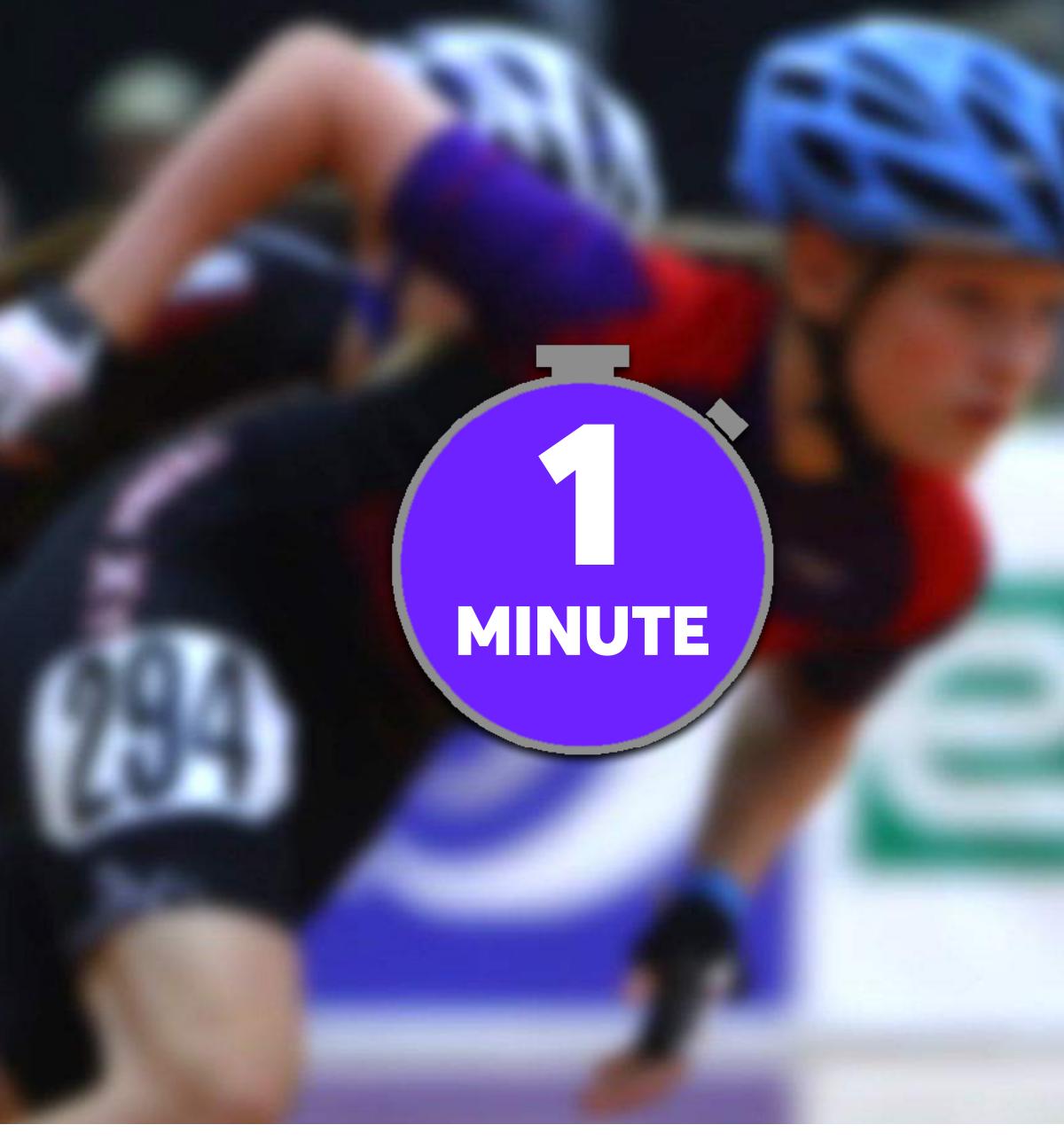
### Friendly advice for improvement





# 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

(Important Pitch = a moment you need to persuade someone to take action)









# ACTION STEP

Write down the the next important pitch you have coming up

and one sentence on WHO you will pitch it to

(Important Pitch = a moment you need to persuade someone to take action)





# Prepare you for <u>ANY TIME-PRESSURED PITCH</u>







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



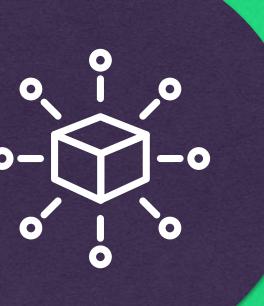


# What goes wrong in the first 2 MINUTES OF A PITCH MEETING?



## Too Much History







Too Much Product

### Too Long Story



# What happens in the FIRST 2 MINUTES? I put the company into one of 3 mentel 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





### **Your Unique** Product

### Track Record/ Proof

# Tell them the things THEY WANT TO KNOW

# And tell them GUICK.

# You understand their Pain



### Unique oduct

### Track Record/ Proof





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

# Presentation 20 Mins

### The reality of how it actually goes!

Presentation 25 Mins



Tech 3 Mins Q&A 10 Mins

### Q&A 5 Mins



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





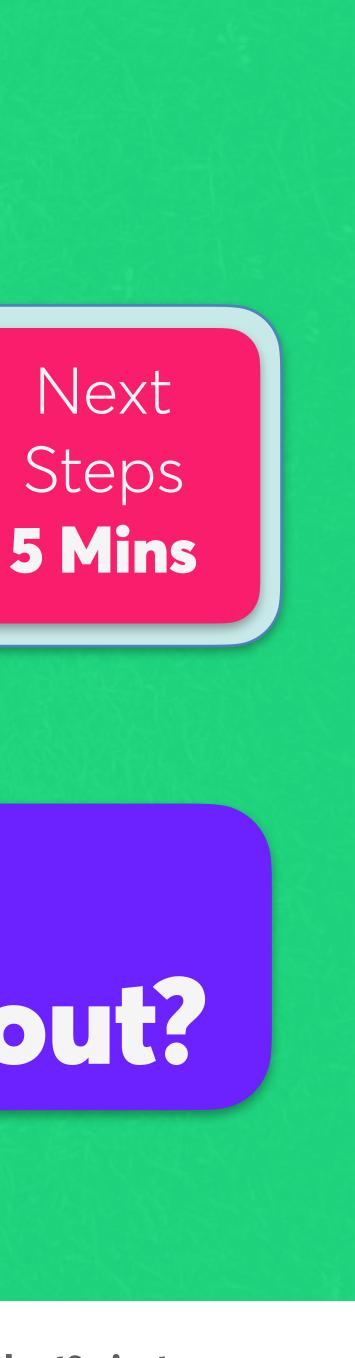
Q&A15 Mins

Ask the magic question... What would you like to know more about?

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Next

Steps



# We're going to work on **A 2-MINUTE PITCH**





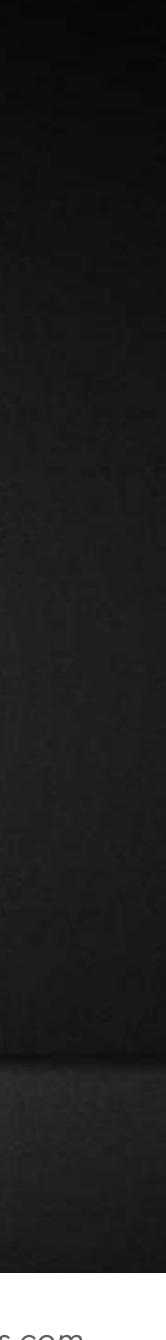




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## Pitch Model



### The Open-3-Close@ Pitch Model







### The Open-3-Close@ Pitch Model







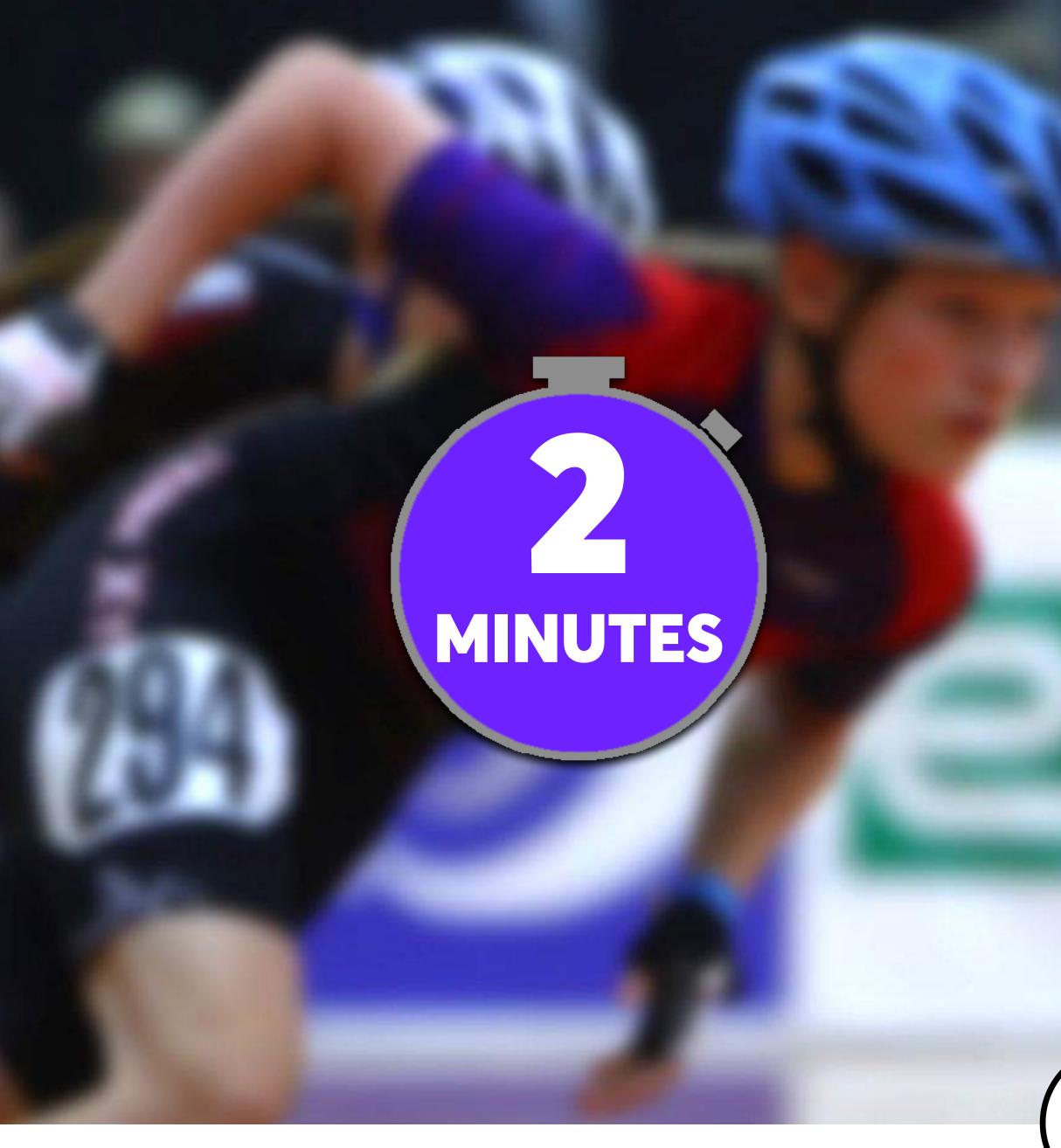


## WHO'S YOUR AUDIENCE?

What do they CARE about?

<del>58</del>







# ACTION STEP

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

What is their biggest challenge? Conservative or **Innovative**? Money focused? Environment, Social? **Theoretical** or doers? What do they already know? 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? Conservative or Innovative? Money focused? Environment, Social? **Theoretical** or doers? What do they already know? What might be their biggest objection?







vite down 3 is things about where they put their r	Abggindustries, marketplecest Check their website to Find out, money.
Voat do they say on their website about their in ochnologies, meere trends, etc. Check <u>https://</u>	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 row? If you ask them what's on their round, what will they answer?
Vial does the investor's team look like? Are the	Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?
tees argone in the investor's team have a blog? ( estor post on Einkedin') if you can consect with t they, i saw your blog about? "your post on Eink effer chance of connection.	Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?
to they have any goals or mission statements at acused on tex financial results?	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?
Weil might be their Biggest Objection? What's	
	What do they already know about your offer? Make sure you don't spend too much time going over old ground usu their precious time to focus on the new stuff.
v bestäminoteseen E infogbestä w Shertyminiter L Sinkediceen	
	What might be their biggest Objection? What's the reason they might say, "This will never work because??

# <u>cucience</u>

Fillable pdf downloads available





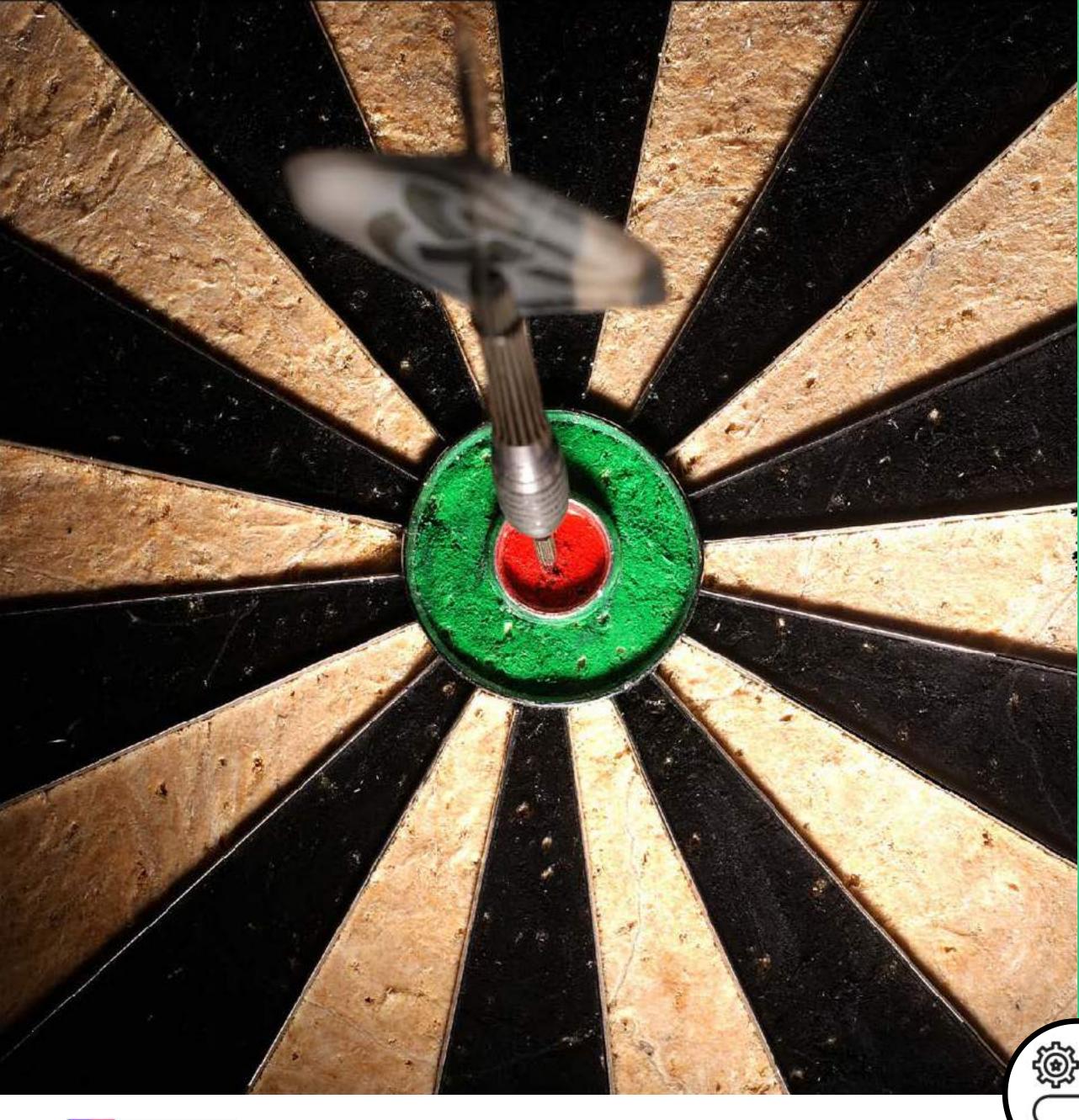
### The Open-3-Close@ Pitch Model







Establish your OBJECTIVE



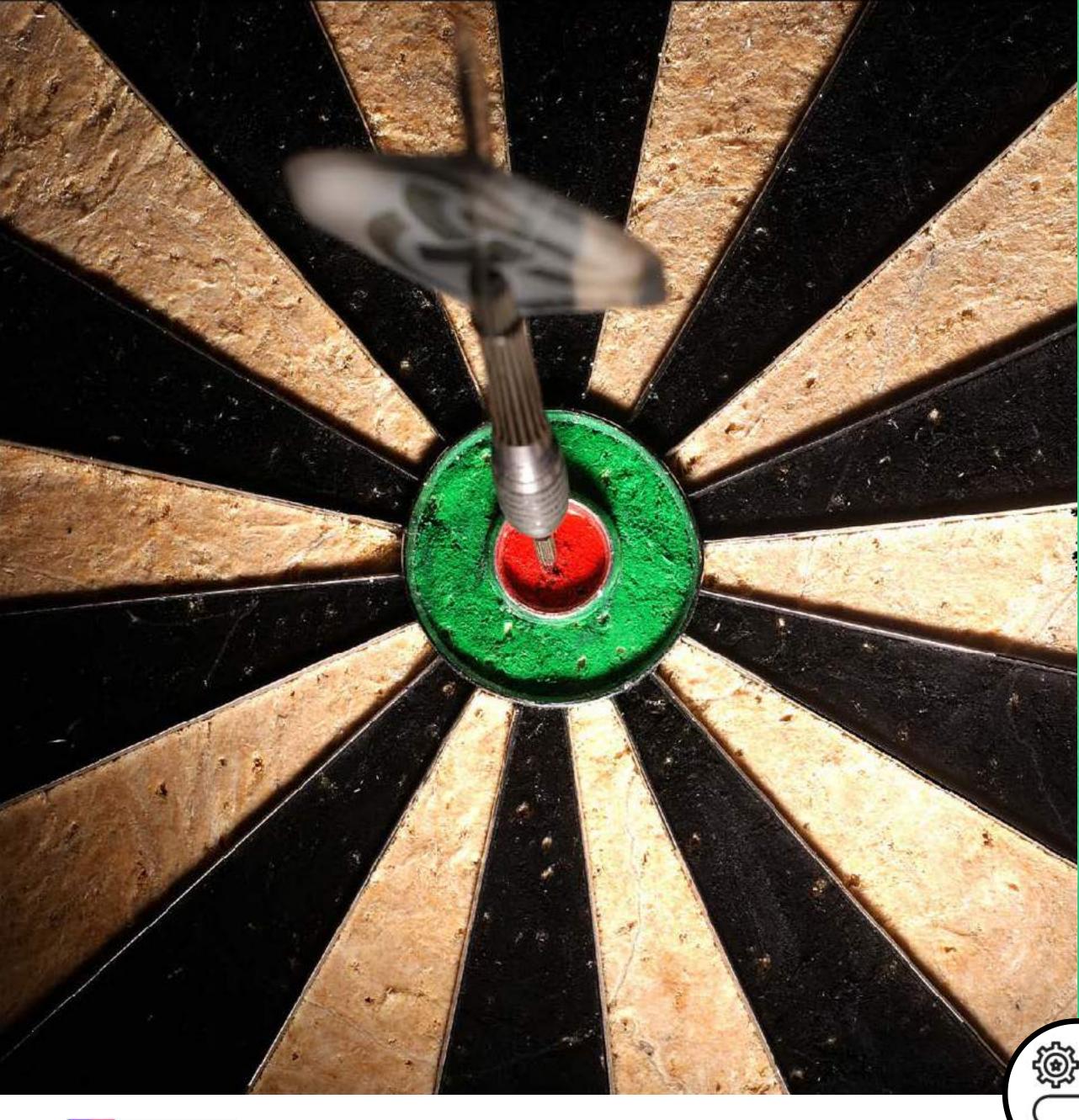


## WHAT'S YOUR **OBJECTIVE?**

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?"



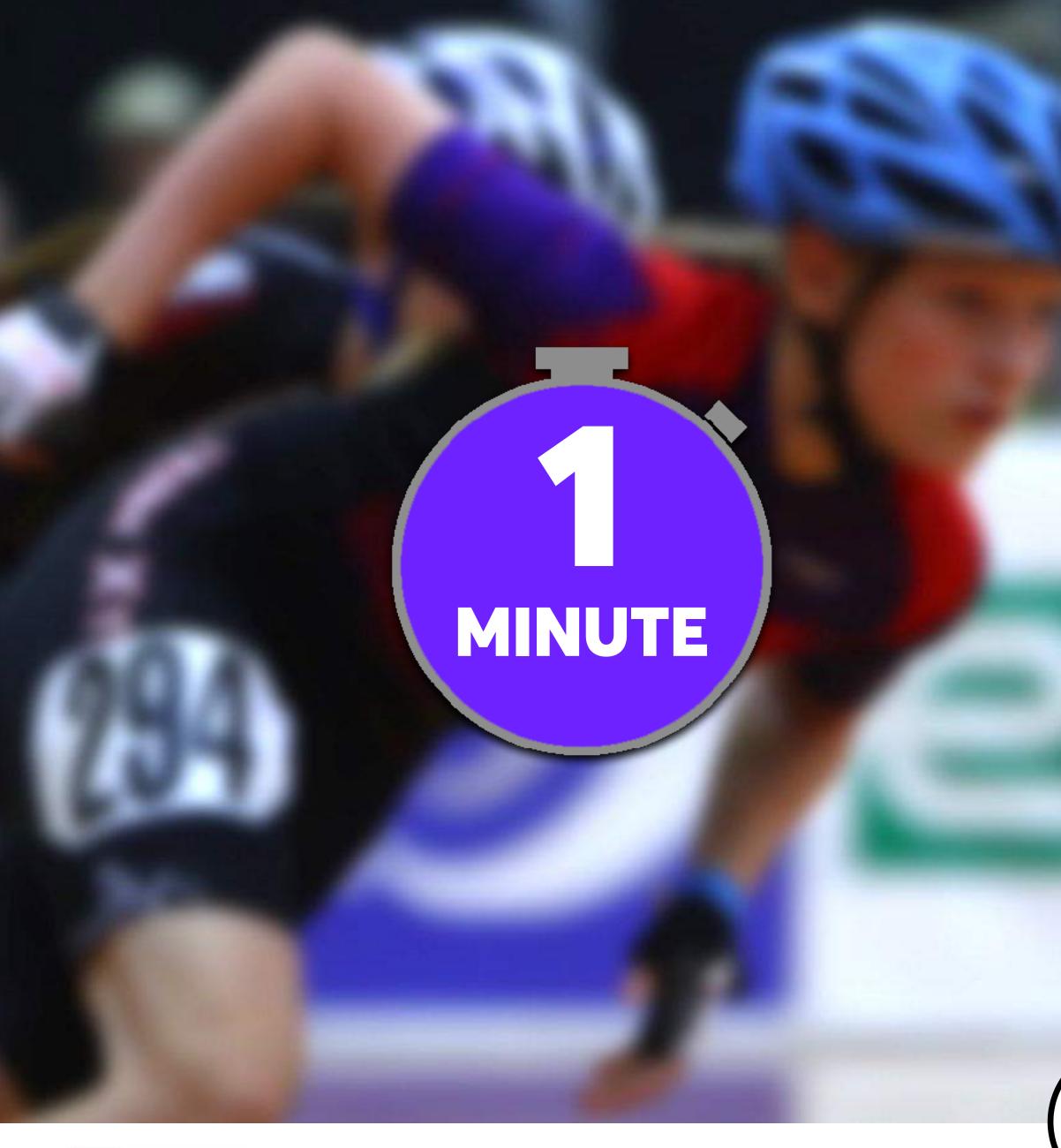




## WHAT'S YOUR **OBJECTIVE?**

Provide introductions Agree to a plot Plan a follow up meeting Sign a deal





Q



# 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

Q







### **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 after hear that people find this part difficult. It's all about focusing on the action gas want the addience to take, not just having them think differently. Think of it like this - what could they do at oerso on a Monday morning? Click something, email somebody, call someone, sign a chequet 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? Baising gook investment? Getting someone in the addience 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.

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# vour objective

Fillable pdf download available



### The Open-3-Close@ Pitch Model







Establish your OBJECTIVE



# How do you create YOUR STORYLINE?

# Process HOM2



# Content WHAT?

# How long will YOU spend preparing presentations? 38 MONTHS & \$1#%





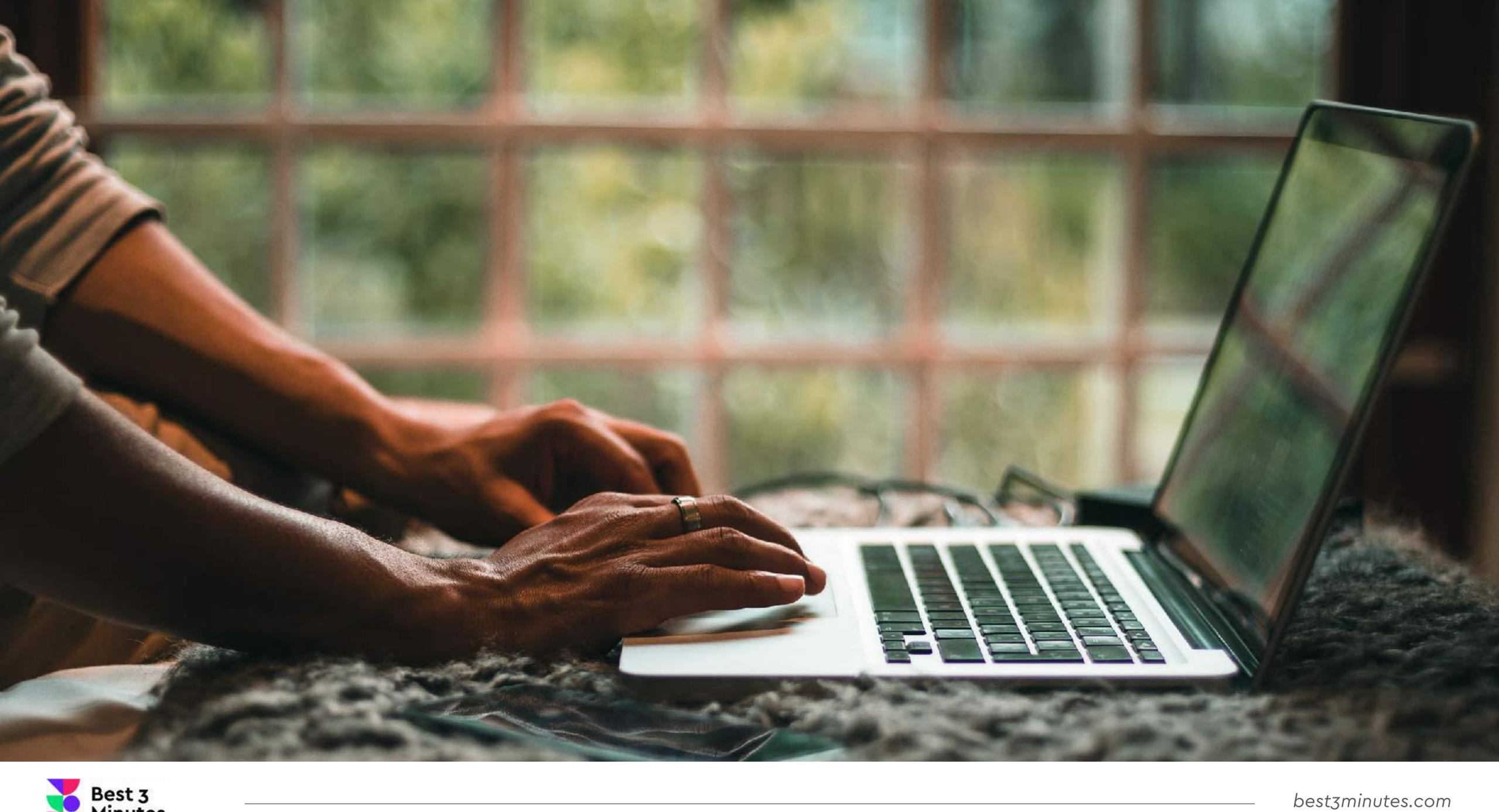






## ... of your working life











## Don't Open Until you know what you

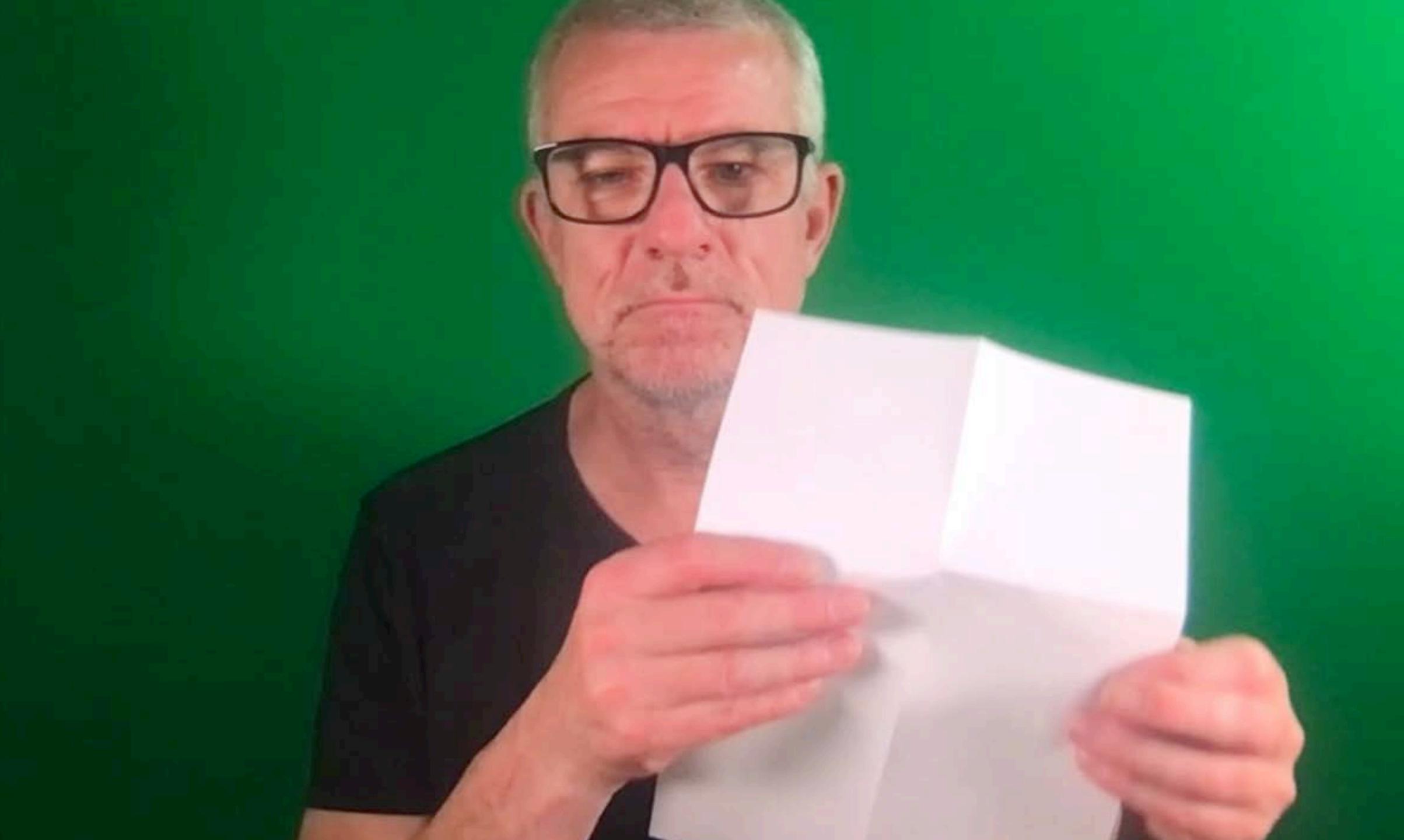


# are going to say...





### Use To Build Your Storyline







### Use To Build Your Storyline



#### Pitch Masterclass BUILD YOUR PITCH STORYLINE CREATIVELY USING POST-IT NOTES

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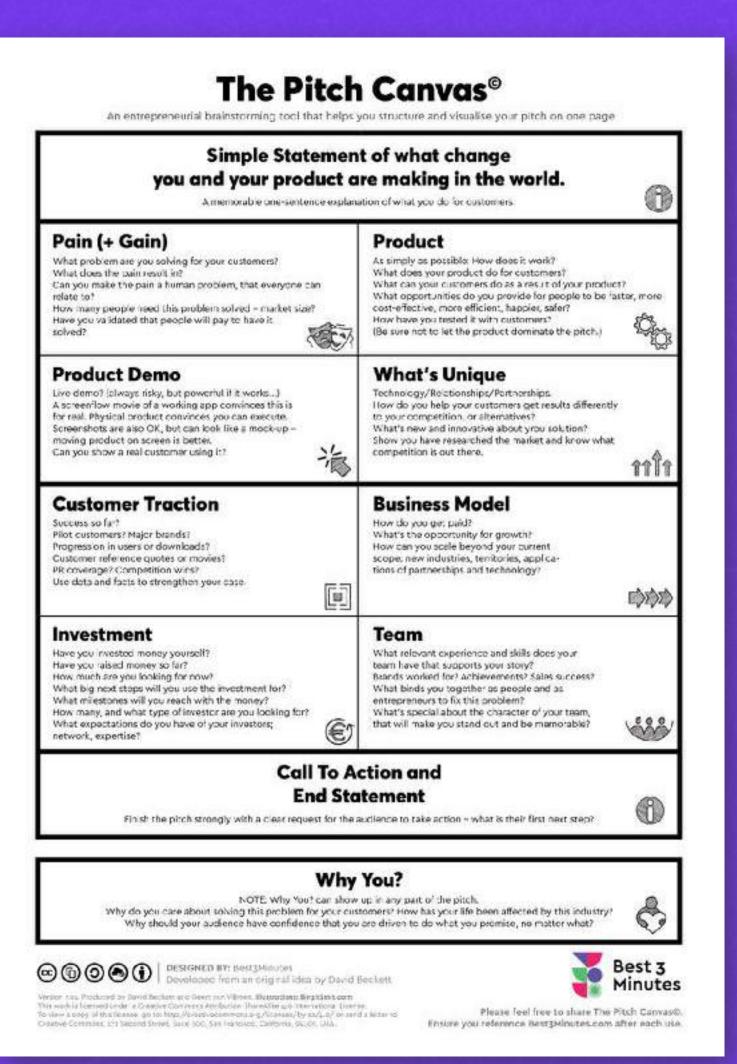


### How do you create YOUR STORYLINE?

### Process HOM2



### Content WHAT?





#### Copies available

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# Let's focus on **5 KEY TOPICS**









#### TRACTION/ VALIDATION





#### THE PRODUCT



#### WHAT'S UNIQUE



#### WHY YOU?







#### What is the **problem** you solve? The **Why** of the product







What's the **Human Result** of the problem you're solving?





"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use open Api's to..."







"In major cities, like Nijmegen, Berlin & Tokyo, it takes over 100 Million drivers over 20 minutes to find a parking space..."









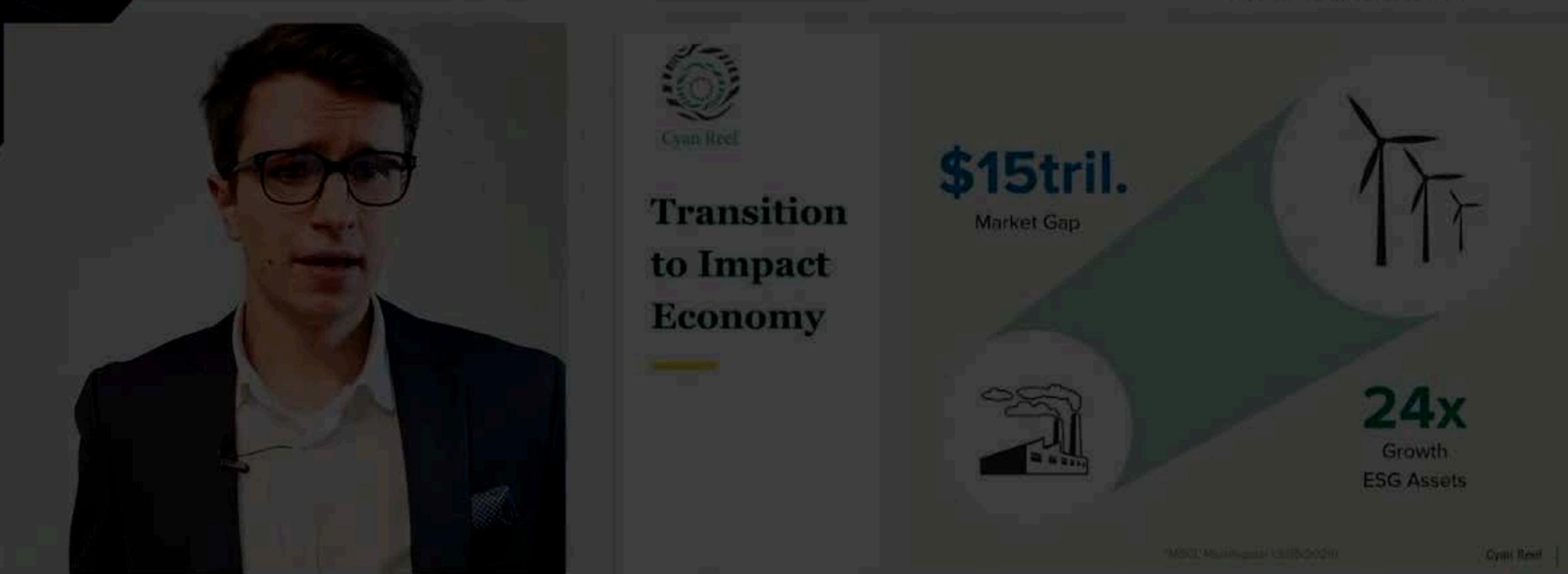
Lost time? More cost? Complex steps? Irritation? Lost customers? Bad reputation?





Co2 emissions? Kilos of plastic? Damage to environment? Quantify it: put a number on it

#### JOIN THE BREAKOUT ROOMS, WWW.SBCFINTECHCYBER.COM





#### Marian Tarnavskyi

**CYAN REEF** 

mtr@cyanreef.com

People have a clear ambition to make a difference







### Be specific PUT A NUMBER ON IT



#### "It wastes a lot of hours"

#### "They have to make a lot of calls"



### "It takes up to **72 hours**"

"They have to make up to **12 calls**"



### Be specific PUT A NUMBER ON IT

"Many companies experience data hacks"

X

"There is too much energy inefficiency"



"XK companies had data hacks in the **last 3 years**"

"Up to 20% of energy is lost through inefficiency"



### Be specific PUT A NUMBER ON IT

### nuventura

### Reducing Greenhouse Gases







### MINUTES

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### ACTION STEP

Brainstorm: write down at least 7 things about the PAIN Who are the customers? What **problems** do they face today? How much time, money, frustration, waste, lost opportunity? Don't think too much: just write















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### ACTION STEP

Brainstorm: write down at least 7 things about the PAIN

> Who are the customers? What **problems**

do they face today?

How much time, money, frustration, waste, lost opportunity?

> Don't think too much: just write







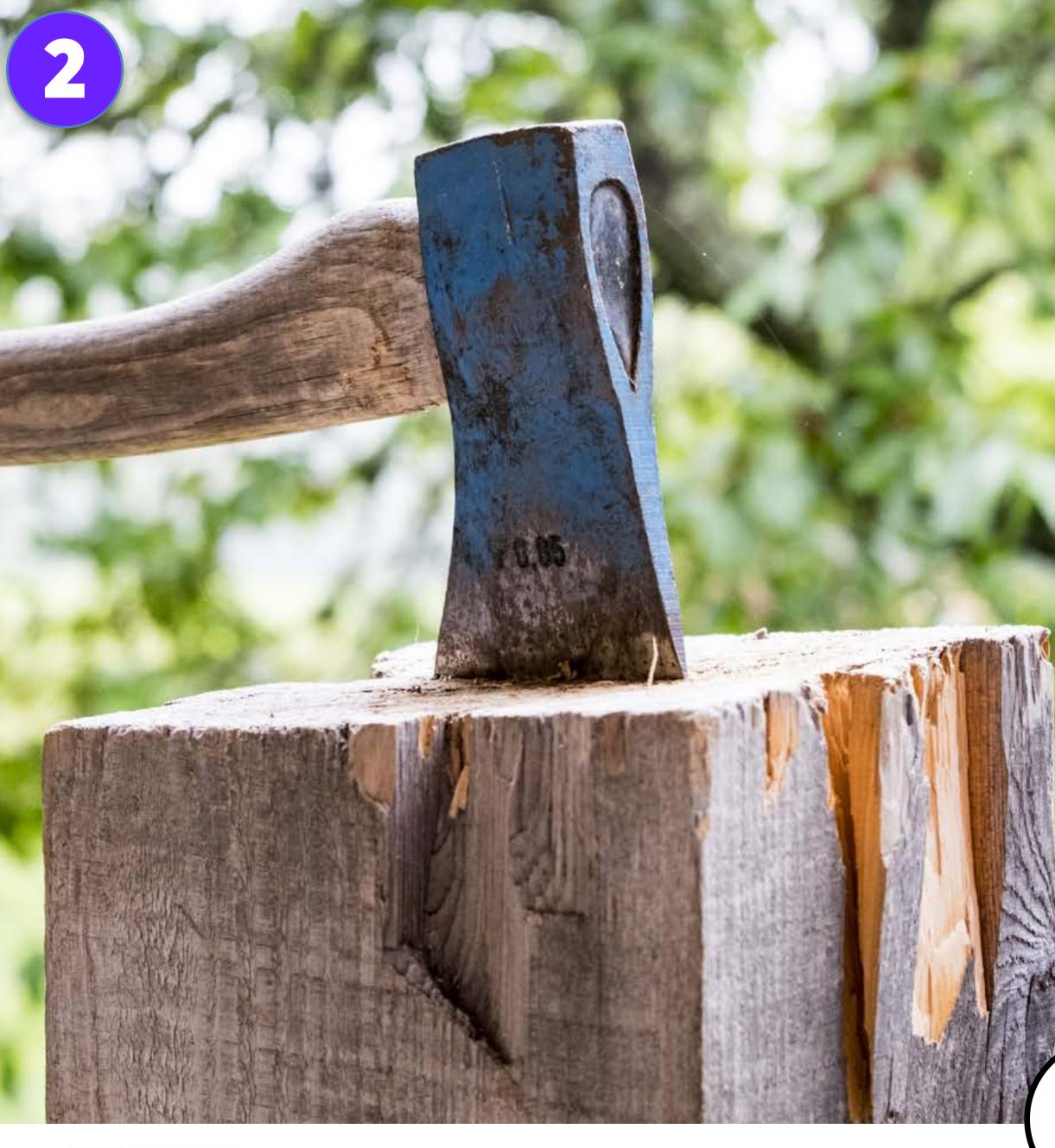














## PRODUCT

## How do you **solve** the problem?

What can **customers do** as a **result** of your product?







What's **special** and **new** about your proposition?

Technology, partnerships, complete solution?

(Any competitors to mention?)

Ŵ







### TRACTION

Who's already buying?
Recognisable brands?
Numbers of users or customers? Growth?

0

60









#### EARLY STAGE VALIDATION

Customer Interviews?

Pilots, tests, Approval processes

How have you **engaged** with potential **customers**?

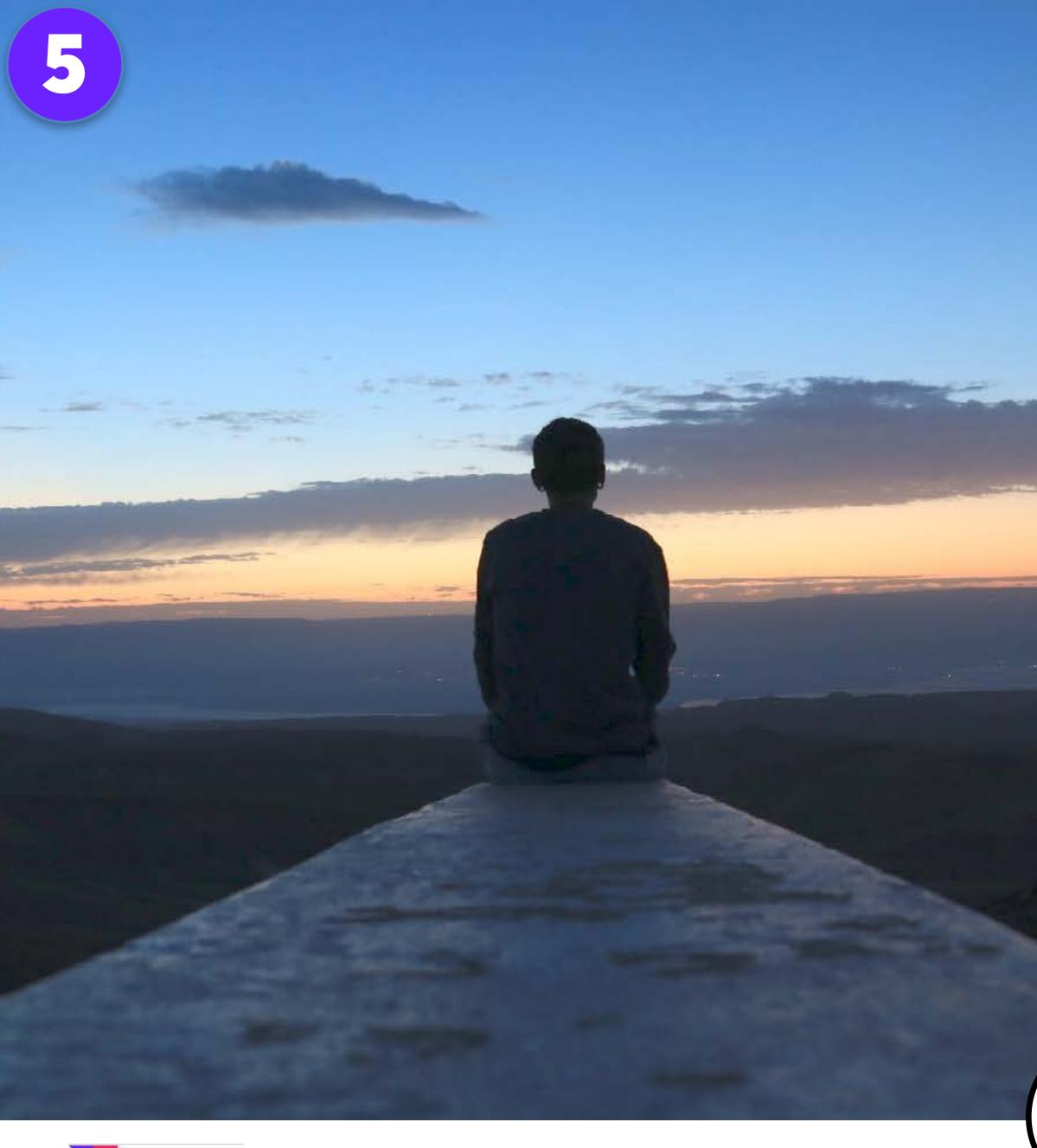




## ONE LAST THING...









### WHY YOU?

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







### WHY YOU?

What makes you excited about your proposition?

Your **Enthusiasm** Counts!



#### MINUTES

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### ACTION STEP

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

> Product What's Unique Traction/Validation Why You?

> **Goal: 2-minute pitch about** the overall proposition



Pain	Takes 20 mins every day	100 million drivers	Mlss out on time with family	Drives them crazy!	30% vehicle exhaust fumes	1 year of your life looking for parking		
Product	lot - Sensors	Blockchain	Generative Al	"Find a parking space NOW!" Button	Easy to use App	2 mins instead of 20	30% cheaper on average	Next Year: include hotel parking
What's Unique	Focused on major cities	Simple user experience	Partnerships	Best in class Voice a ctivation	Tech patented			
Proof	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	Pipeline Corp customers: 200K	
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					





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### ACTION STEP

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

> Product What's Unique Traction/Validation Why You?

**Goal: 2-minute pitch about** the overall proposition





# Let's put the thinking **INTO ACTION!**









### ACTION STEP

**Prepare** a **120 Second** pitch with the following;

Pain Product What's Unique Traction/Validation Why You

Add a 1-2 sentence Call To Action: put your **Objective** into the pitch

120 seconds = 18 sentences



# MINUTES

# ACTION STEP

Prepare a 120 Second pitch with the following;

Pain Product What's Unique Traction/Validation Why You

Add a 1-2 sentence Call To Action: put your **Objective** into the pitch

**120 seconds = 18 sentences** 





# Welcome Back! LET'S MAKE IT REAL!





## FEEDBACK



Which ONE thing stood out as memorable?



Which ONE thing did you **NOT understand?** 



**One FRIENDLY piece of** advice for improvement

best3minutes.com/ferm24

# ACTION STEP

Test a 2-minute pitch with the following;

Pain Product What's Unique Traction/Validation Why You

Add a 1-2 sentence Call To Action: put your Objective into the pitch

**120 seconds = 18 sentences** 





## 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 a 2-minute pitch with the following;

Pain Product What's Unique Traction/Validation Why You

Add a 1-2 sentence Call To Action: put your Objective into the pitch

**120 seconds = 18 sentences** 





# Take one minute

# Arte covn: What did you learn? From receiving and giving feedback? What will you change?







# Take one minute TO REFLECT

Mate covn:

# What did you learn? From receiving and giving feedback?



# What will you change?









#### Think it through







#### Write it down



#### Say it out loud

#### 









#### **GET FEEDBACK**





What did you not understand?

#### Friendly advice for improvement

### The Open-3-Close@ Pitch Model





#### Establish your OBJECTIVE

#### **BRAINSTORM** with Post-It Notes







# Let's talk about SPEED

DRS



# How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**

A cost of



Gal.



# How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



Gal.

# 150 WORDS Maximum!

A cost , a



## How many words per minute IN YOUR SCRIPT?

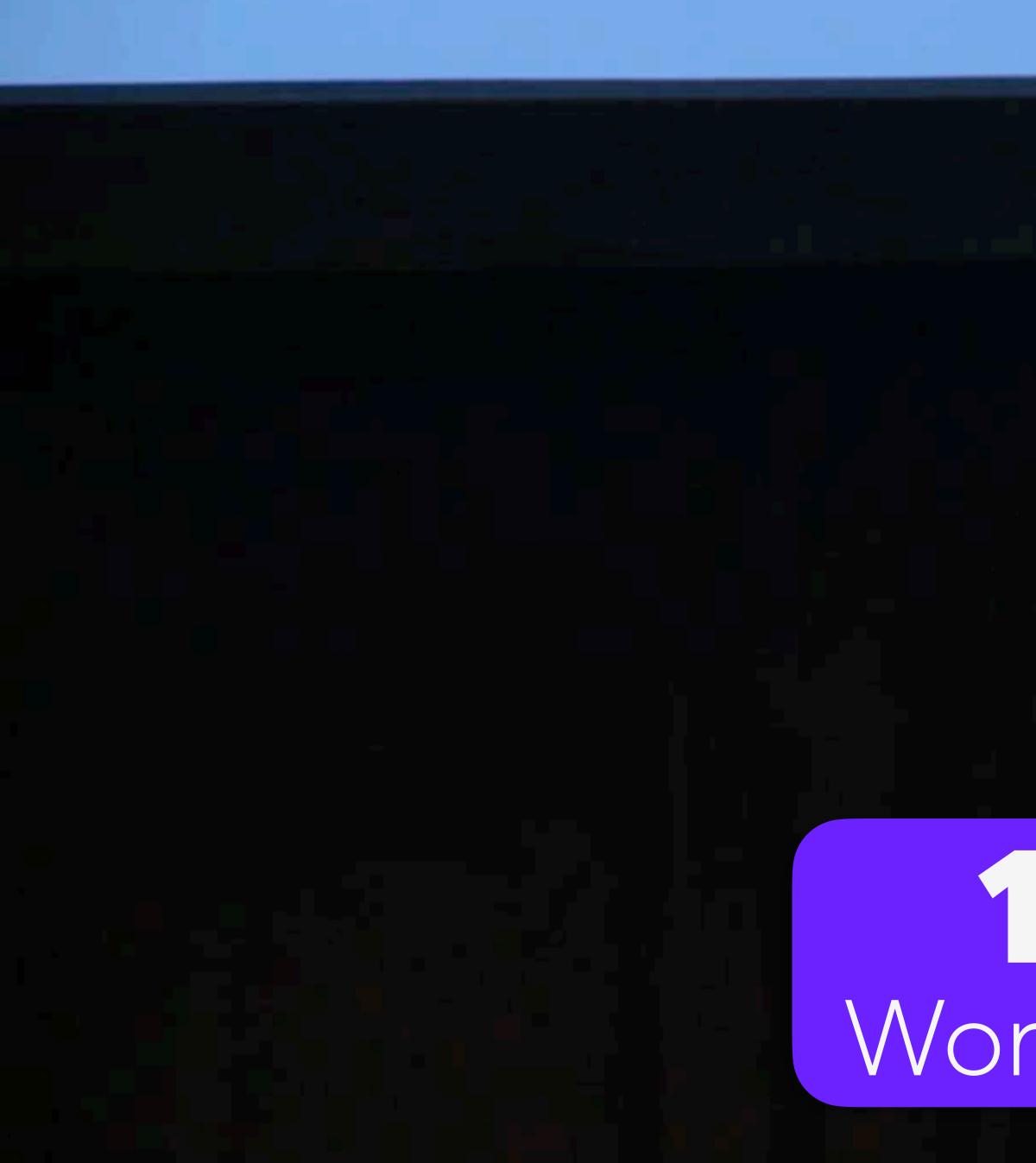
# 90 Seconds = 210-220 Words



### 13 Sentences







# 143 Words/min







## 203 Words/min





### The Open-3-Close@ Pitch Model





#### Establish your OBJECTIVE

#### **BRAINSTORM** with Post-It Notes



## Make the first word count OPEN POWERFULLY

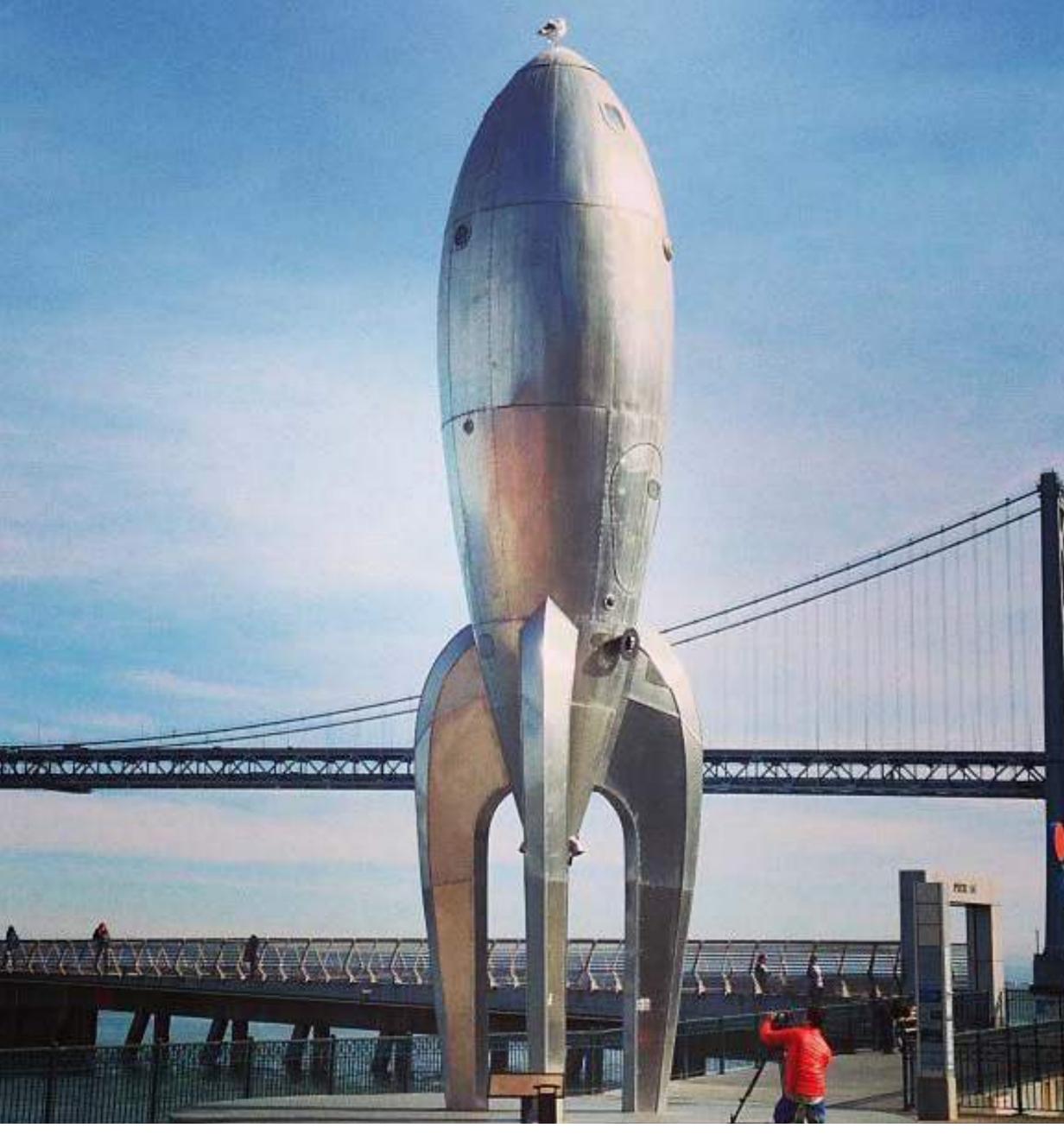
ME L 14













# The first 20 seconds buys

# 



# Is this person professional?



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





#### Example of an opening gone **wrong** It's In **Dutch**! Don't worry... You don't have to speak the **language** to get the **point**









## Quantify THE PROBLEM





# mobypark

# The Problem WITH PARKING

#### **20 MINUTES**











## Simply BE PROFESSIONAL







# Is this person professional?



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









#### **Review your brainstorm**

#### Write down your opening 5 sentences



### 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



### The Open-3-Close@ Pitch Model





# Making your story FOCUSED & MEMORABLE







# The Power of





# 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"







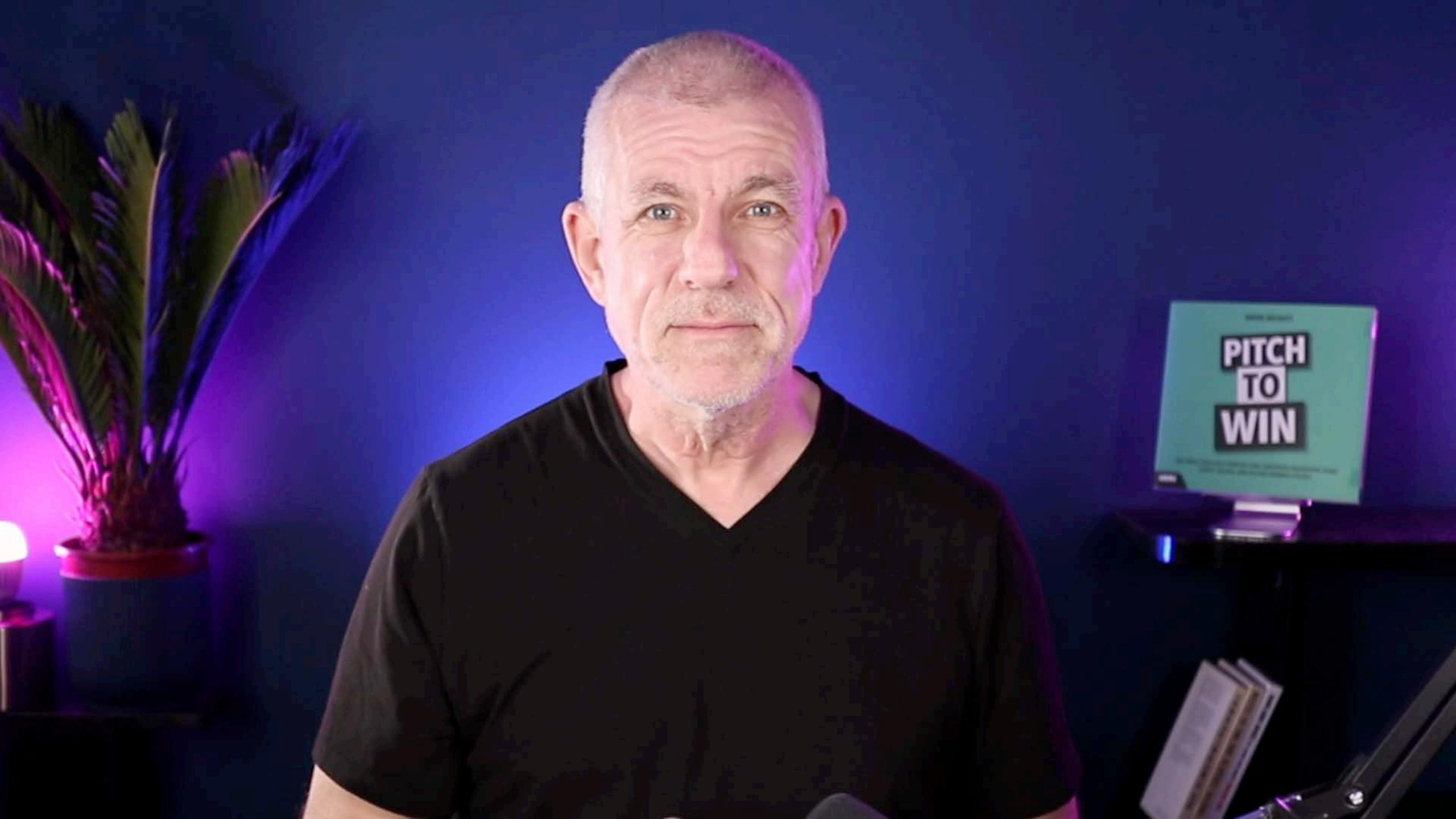




# So why THREE?







# How do you apply THE POWER OF THREE?





# Break your product into THREE BIG QUALITIES

### FASTER



### LOWER COST

### MUCH EASIER TO USE



### Ryan Pandya (USA) Muufri







# 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 sentence per item.









# 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 sentence per item.





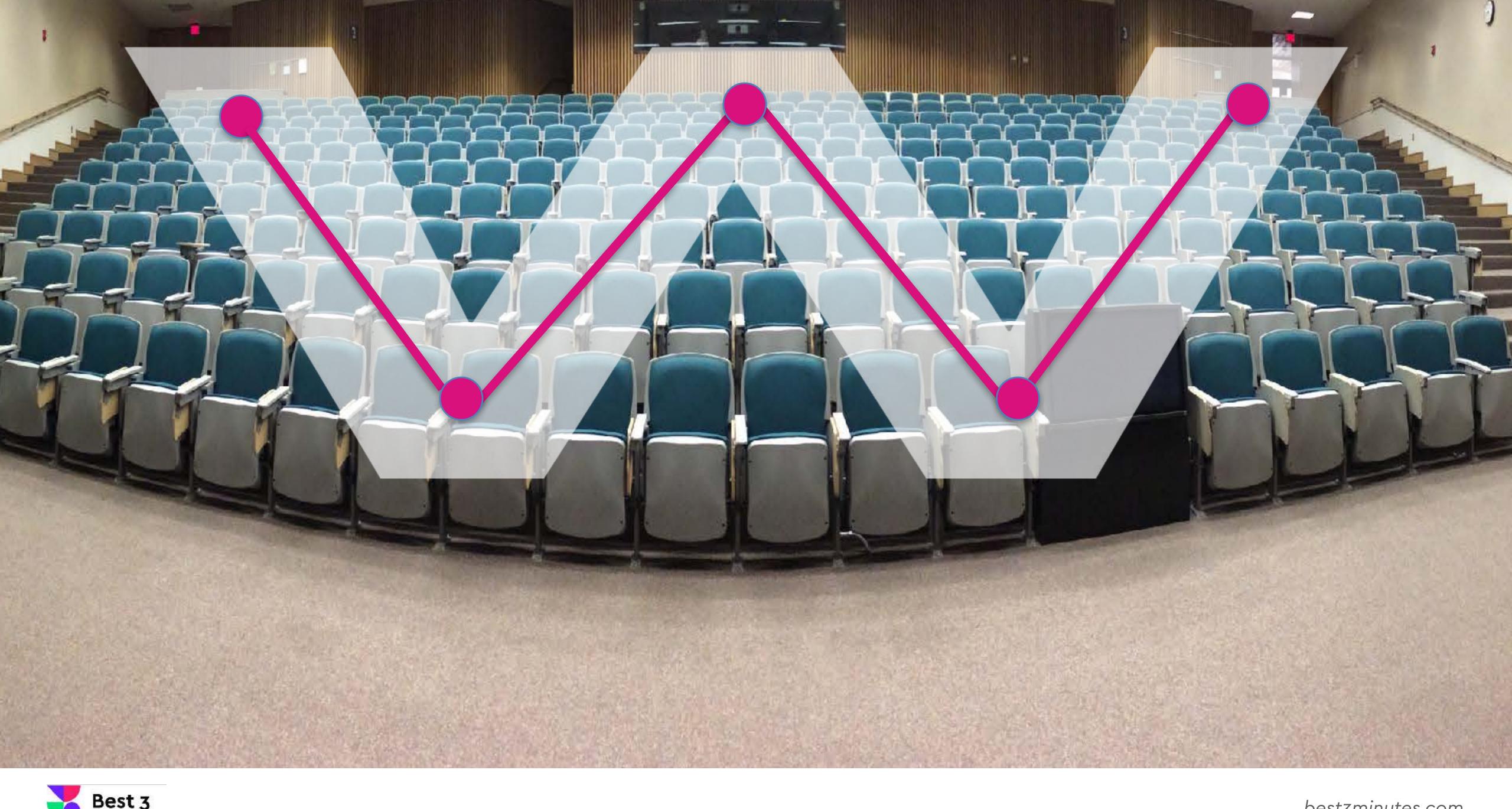
# Let's talk about BODY LANGUAGE



# Look the audience









# Use your hands to **EMPHASISE**







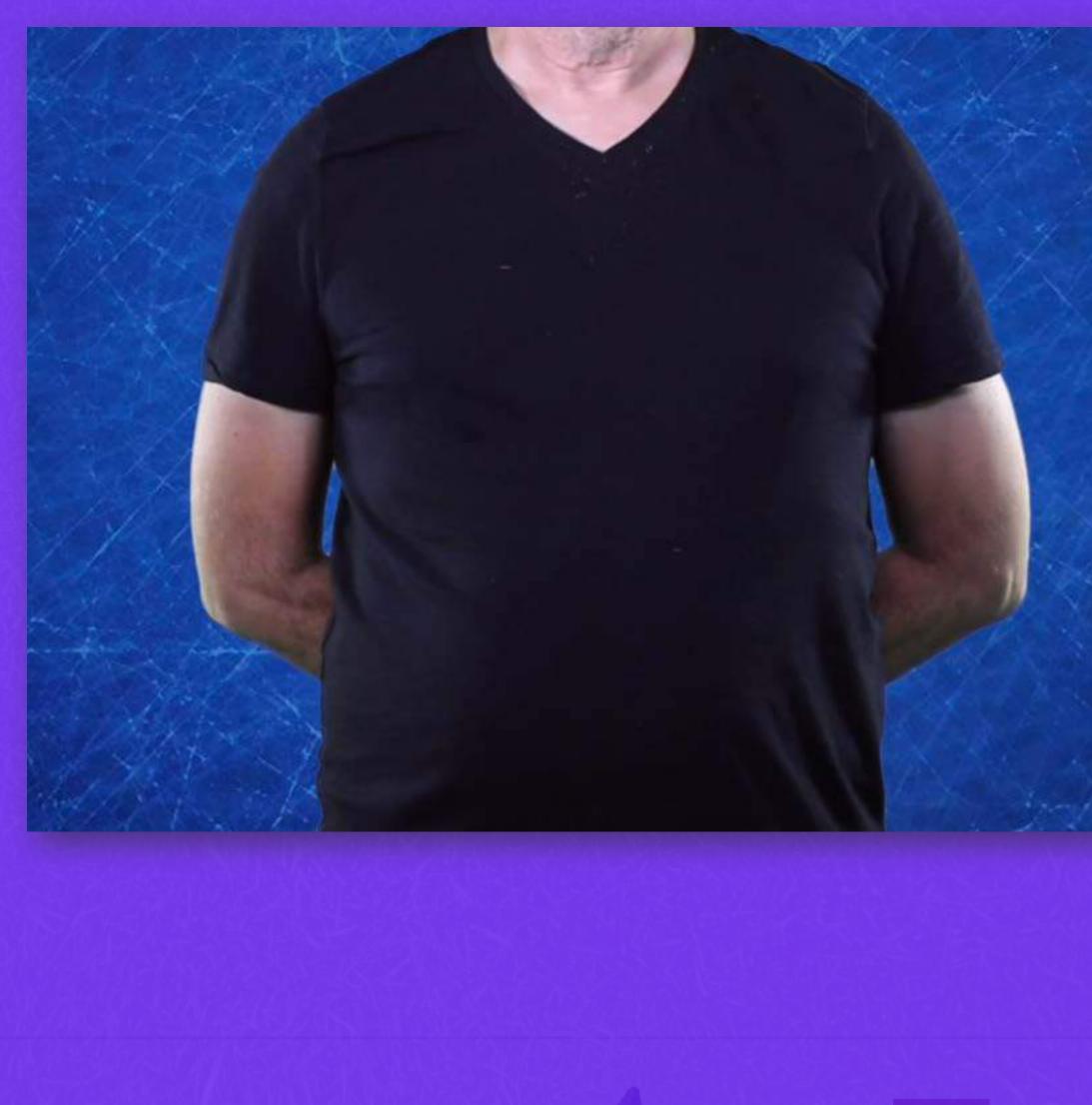






# Behind back

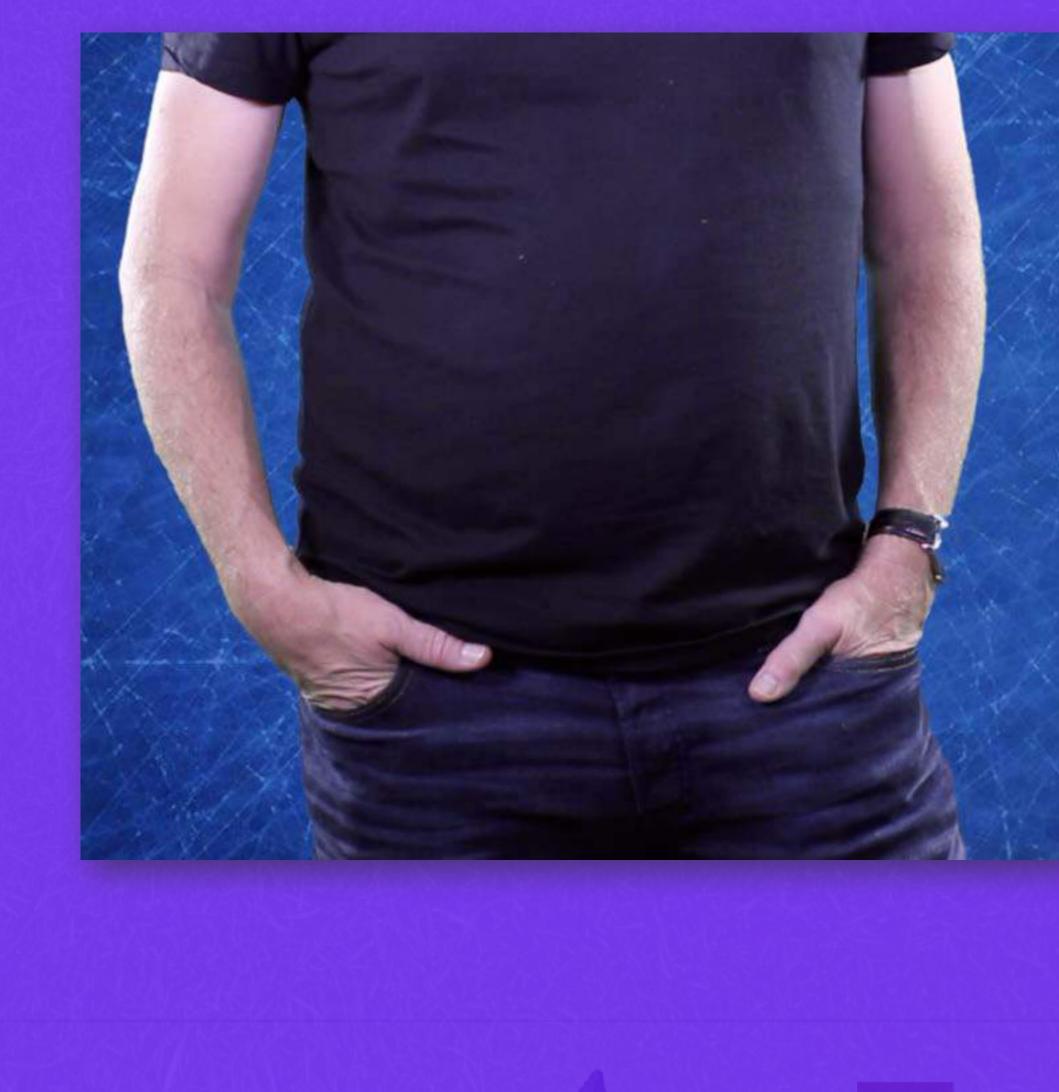






# Don'ts Behind back In Pockets

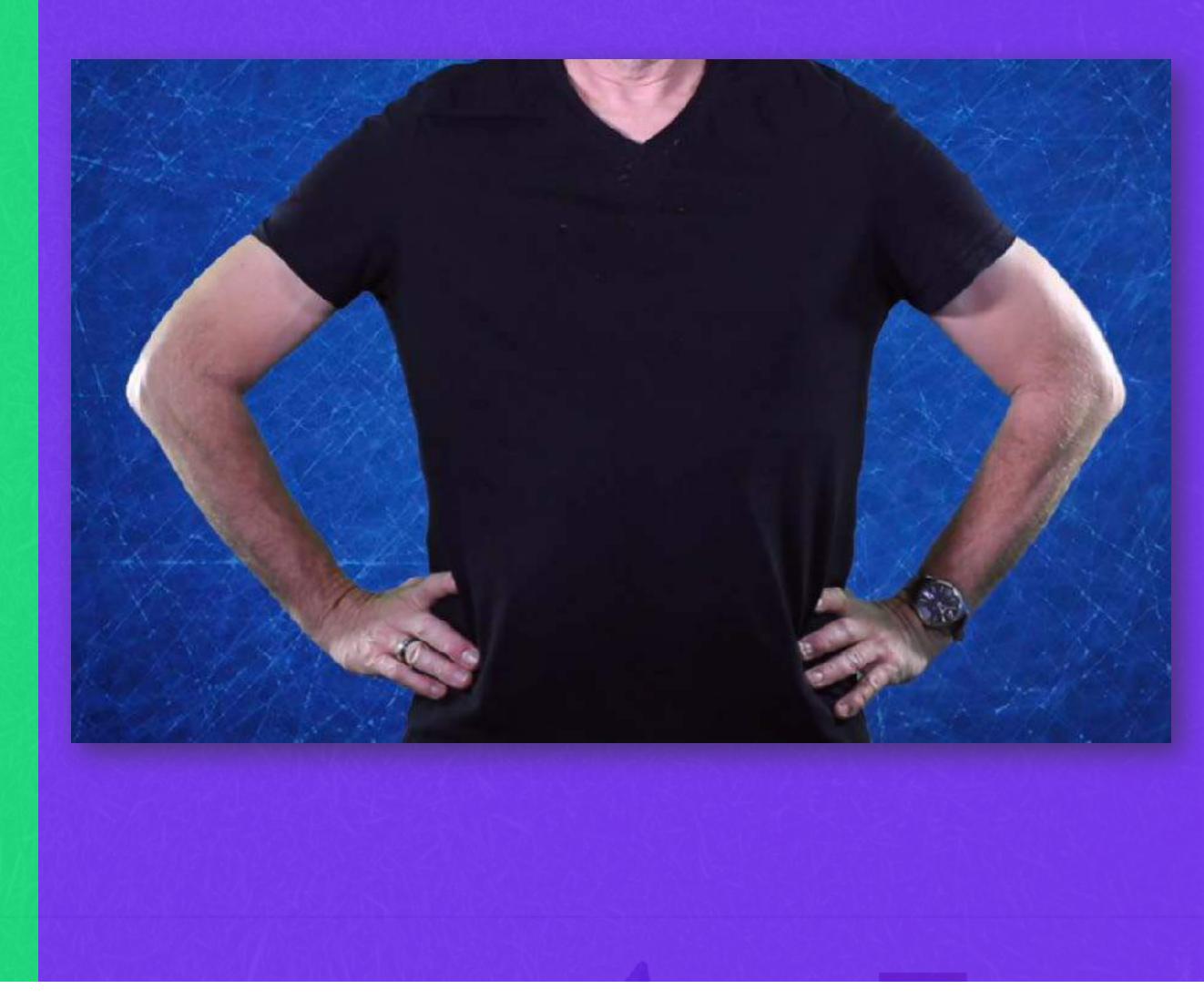






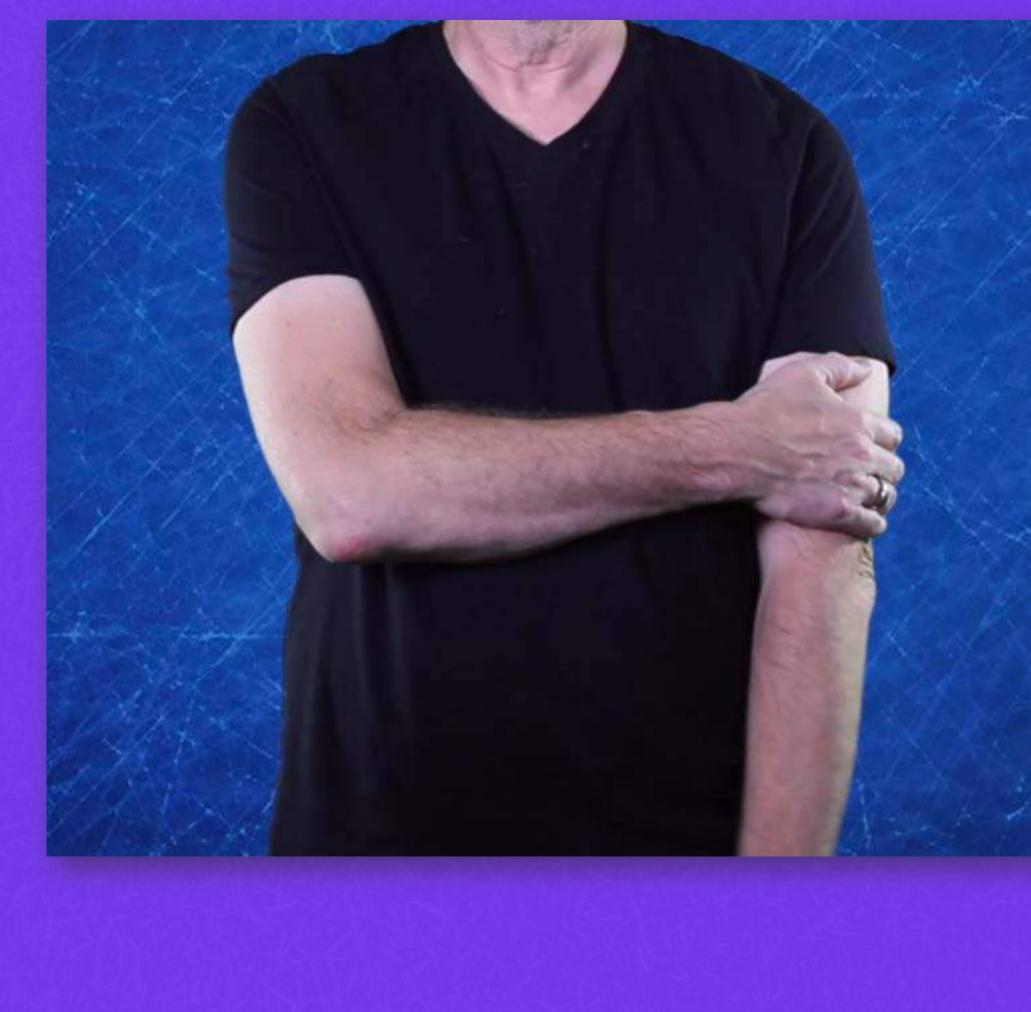
# Behind back In Pockets On Hips





# Donts Behind back In Pockets On Hips Across Body

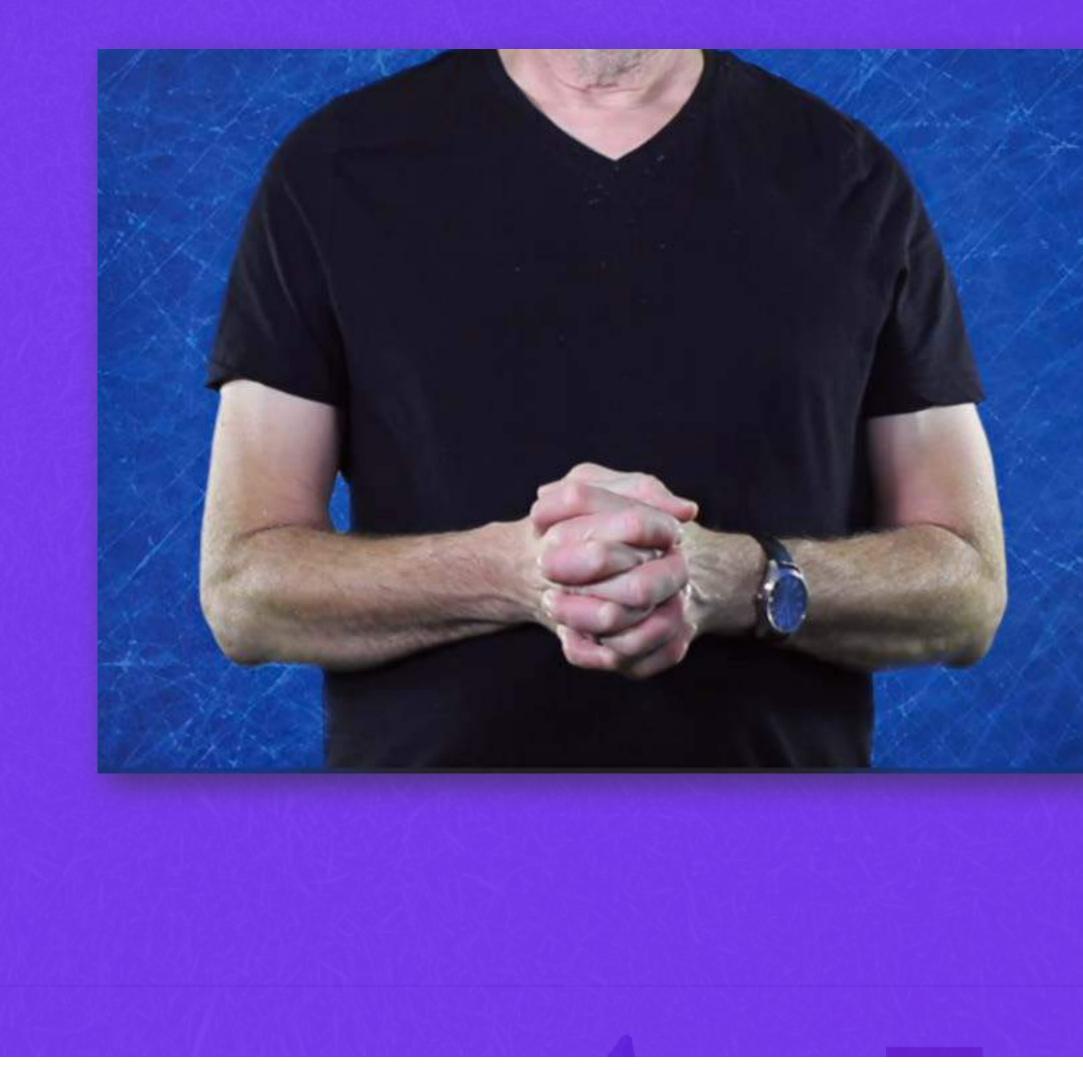






Behind back In Pockets On Hips Across Body Gripped















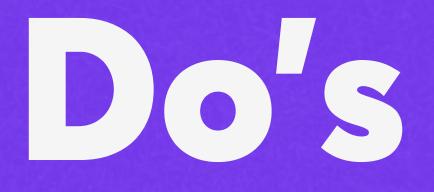




### Show the number







### Show the number Separate parties into locations









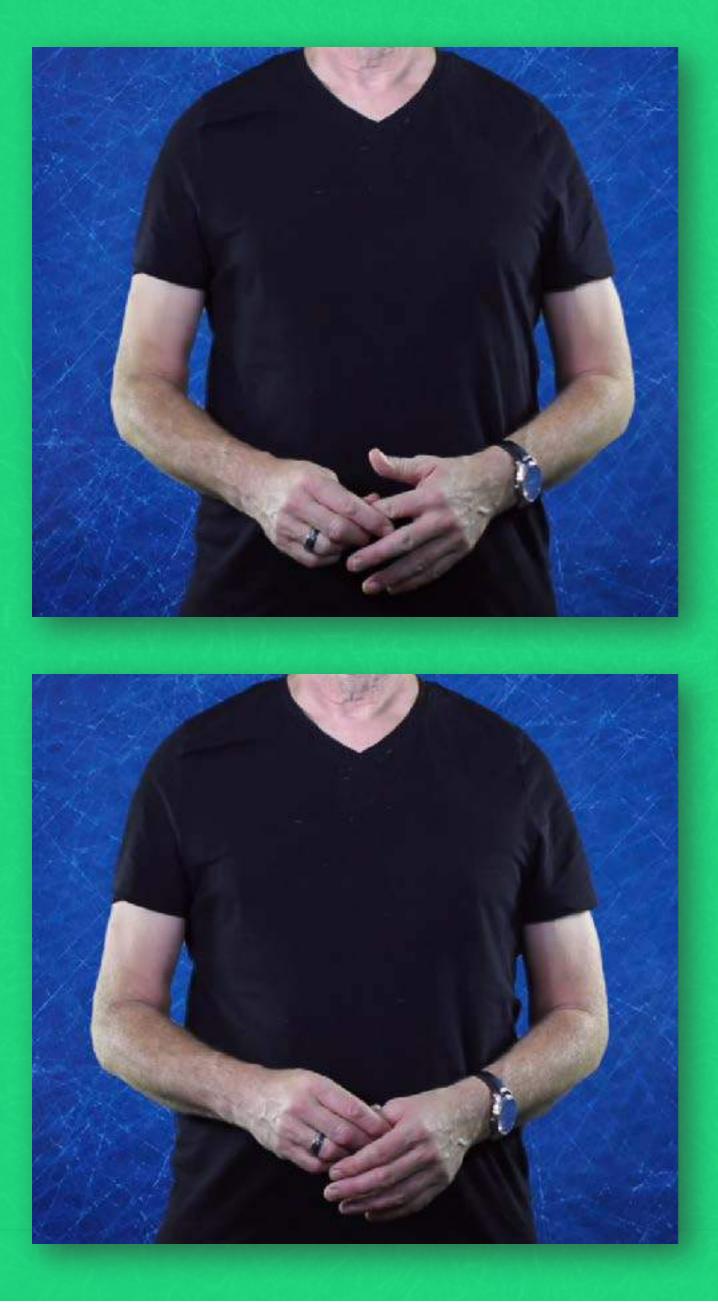




## Show the number Separate parties into locations

Put emphasis on the words that matter









Show the number Separate parties into locations

Put emphasis on the words that matter

Find a 'rest' position when you are not emphasising



# Get used to HOLDING A CLICKER

1001



# Avoid distractions with LEGS & FEET





# Try saying the following **STANDING LIKE THIS**





# This is the best business proposition ever.





## Avoid the EXERCISE PITCH





### The Open-3-Close@ Pitch Model

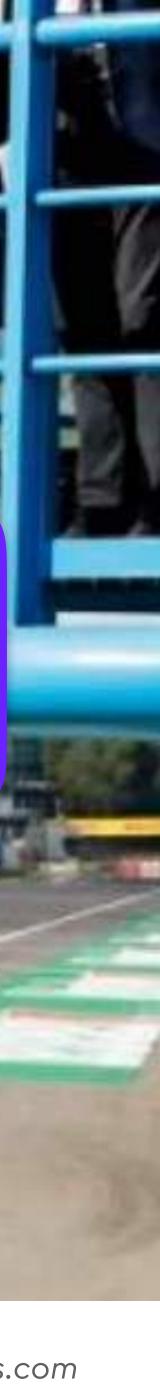




## Finish your pitch LIKE A TRUE PROFESSIONAL









# The last thing you say is THE 1st THING THEY REMEMBER







# Make a plan for the LAST 20-30 SECONDS





# (a 3-point, 1-sentence summary)

## What we ask you to do is... (give them a clear call to action)





# l've finished, you can clap now!







### The Open-3-Close@ Pitch Model





# Pitch tools and **RESOURCES**



### best3minutes.com/briskr











## All the workshop SLDES

### best3minutes.com/briskr



Best 3 Minutes

### **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. best/minutes.com TW @best3rinvtee

david beckets@cests.r invtes.com linkecin.com/ia,/dovebeckattpreentationcoach **David Becket** 

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.

david becketo@cests r instes.com w bestwindescom TW @best3rinutes linkecin.com/is,/dav.cbeckattpresentation.coach

### best3minutes.com/briskr





### **Biggest Pitching Mistakes To Avoid**



### Thanks for joining the recent Pitch workshop!

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

**David Becket** 

### Best 3 Minutes

### 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

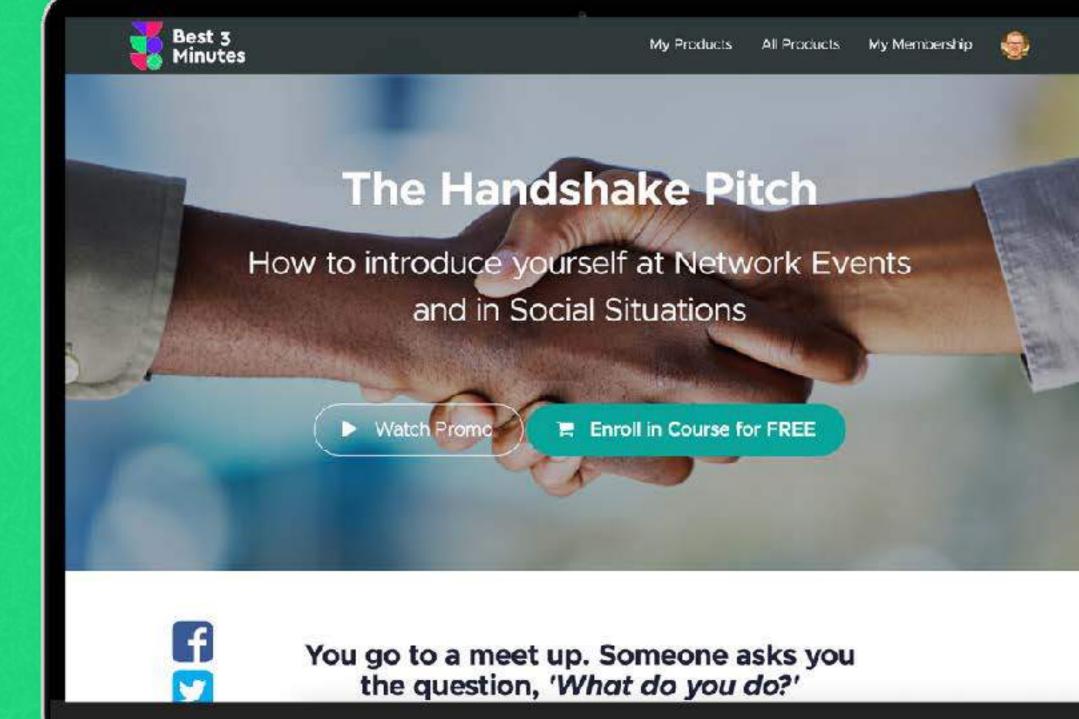
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# 10 Minute Online Course YOUR NTRO PICH



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# Onine Pitch Course

Pitch To Win Academy

### The Short Version of your recent Pitch Workshop, with Pitch Coach David Beckett

A reminder of the tools you learned, which you can use for every pitch you make in the future.



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Enroll in Course for FREE

You've done the workshop - but what if you forget something?

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# David Beckett

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### Next events!

12-12-24; SMB network meeting 'De toekomst van zorg robots'

14-01-24; Company valuation & legal issues with investors

21-01-25; Making Strategic Choices for a Successful 2025!

06-02-25; SMB network meeting on Pharma Delta project



health and high tech generator

**Registration & more info: www.briskr.nl/events/** 



### Your feedback is more than welcome!

