

Pitch Coach
Creator of The Pitch Canvas©
Author: 'Pitch To Win'

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2500+ Startups & Scaleups

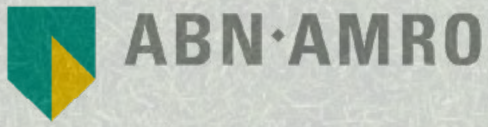
RAISED OVER €460MILLION



31 Countries

TRAINED 36,000+ PEOPLE

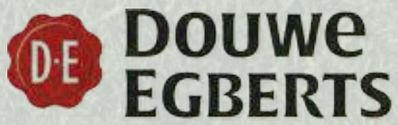
























The Pitcher



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 one other person

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

No Other Instructions

LET'S DO IT!



ACTION STEP

Pitch yourself
in **30 Seconds**
to one other person

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?"

The basis of
ANY GREAT PITCH



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



They understand **EVERYTHING...?**

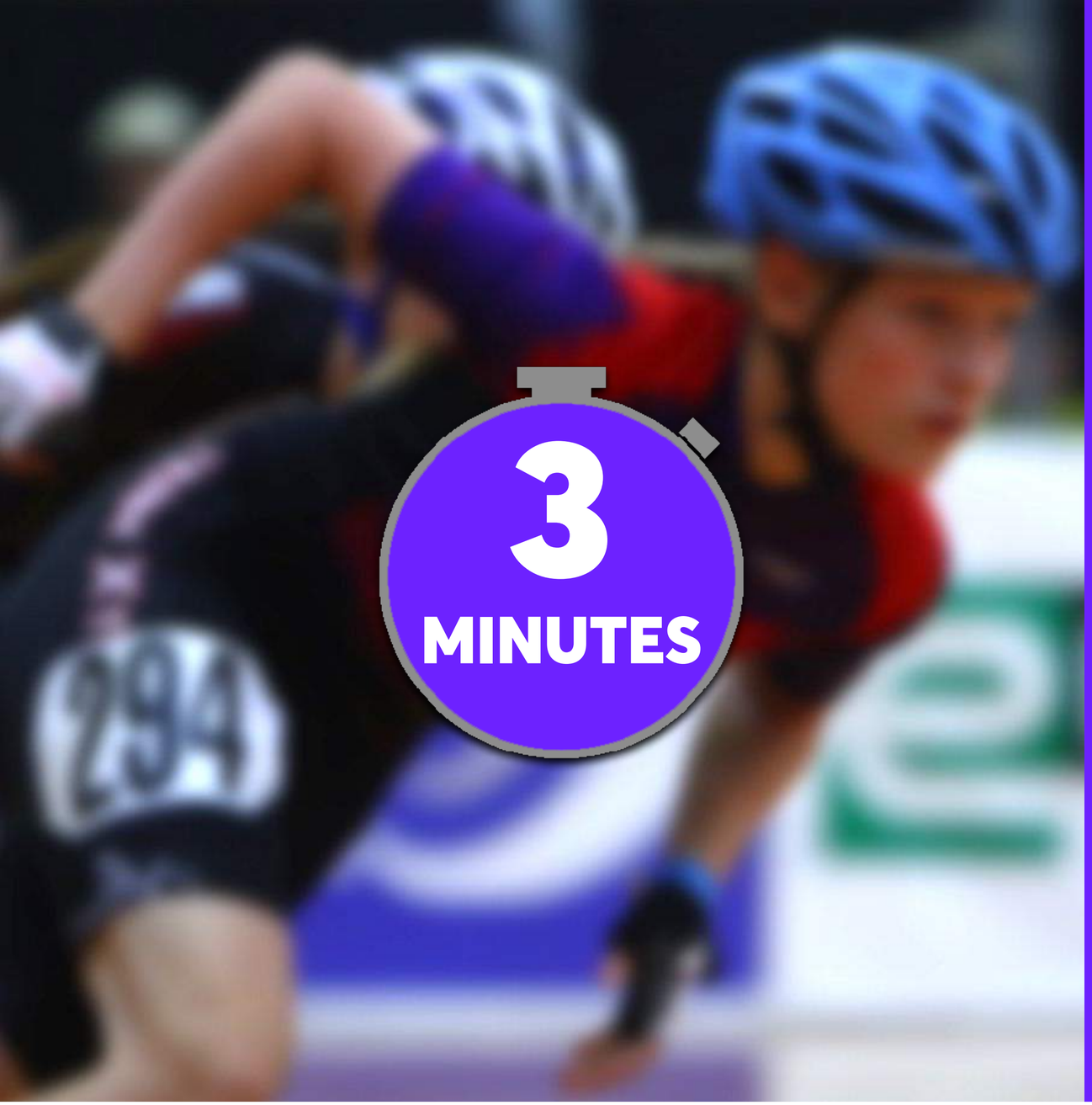
The basis of
ANY GREAT PITCH



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?

What kinds of **customers**?

What **problems** do they face?

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



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?

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…"

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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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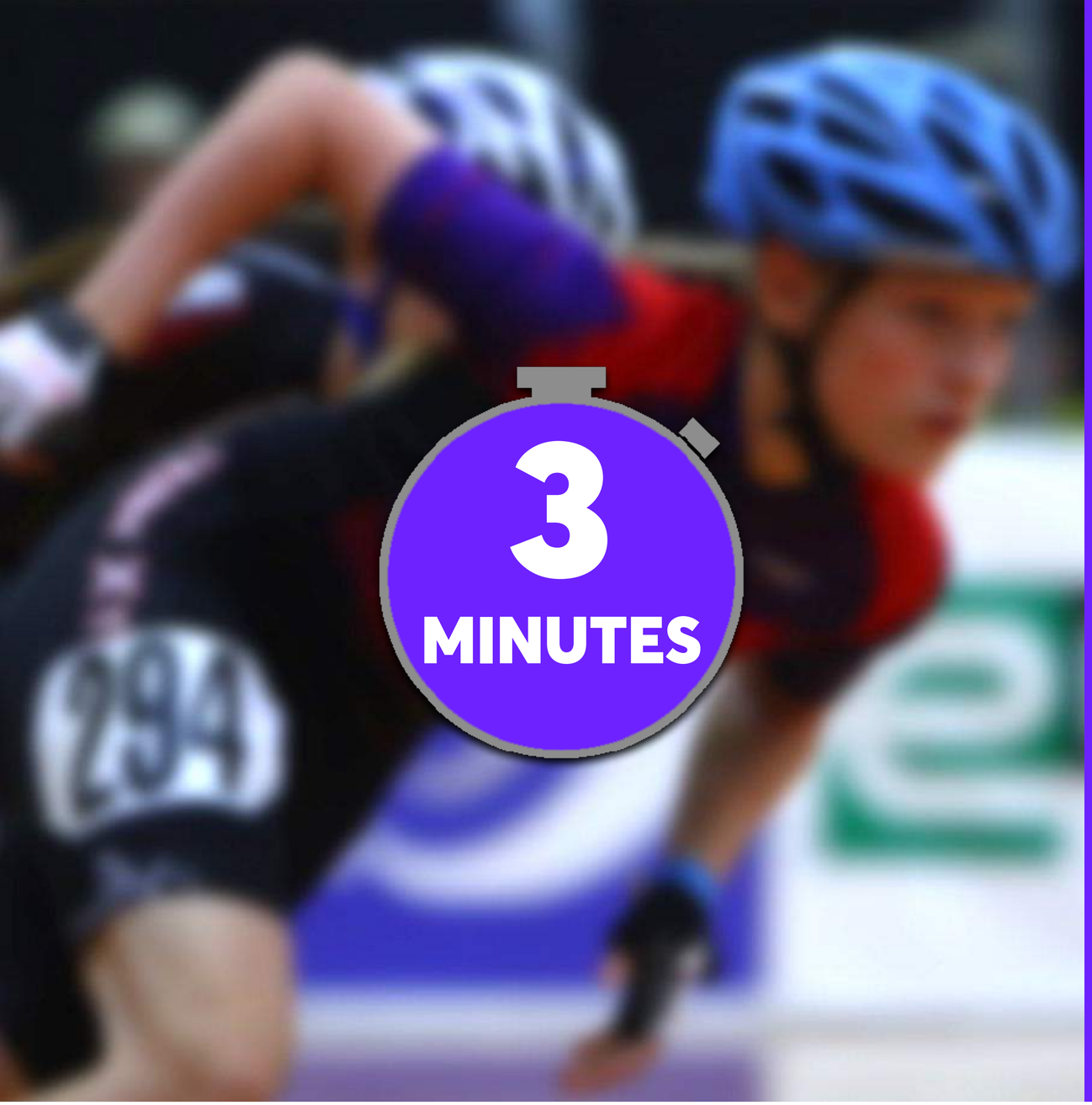

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ACTION STEP

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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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:

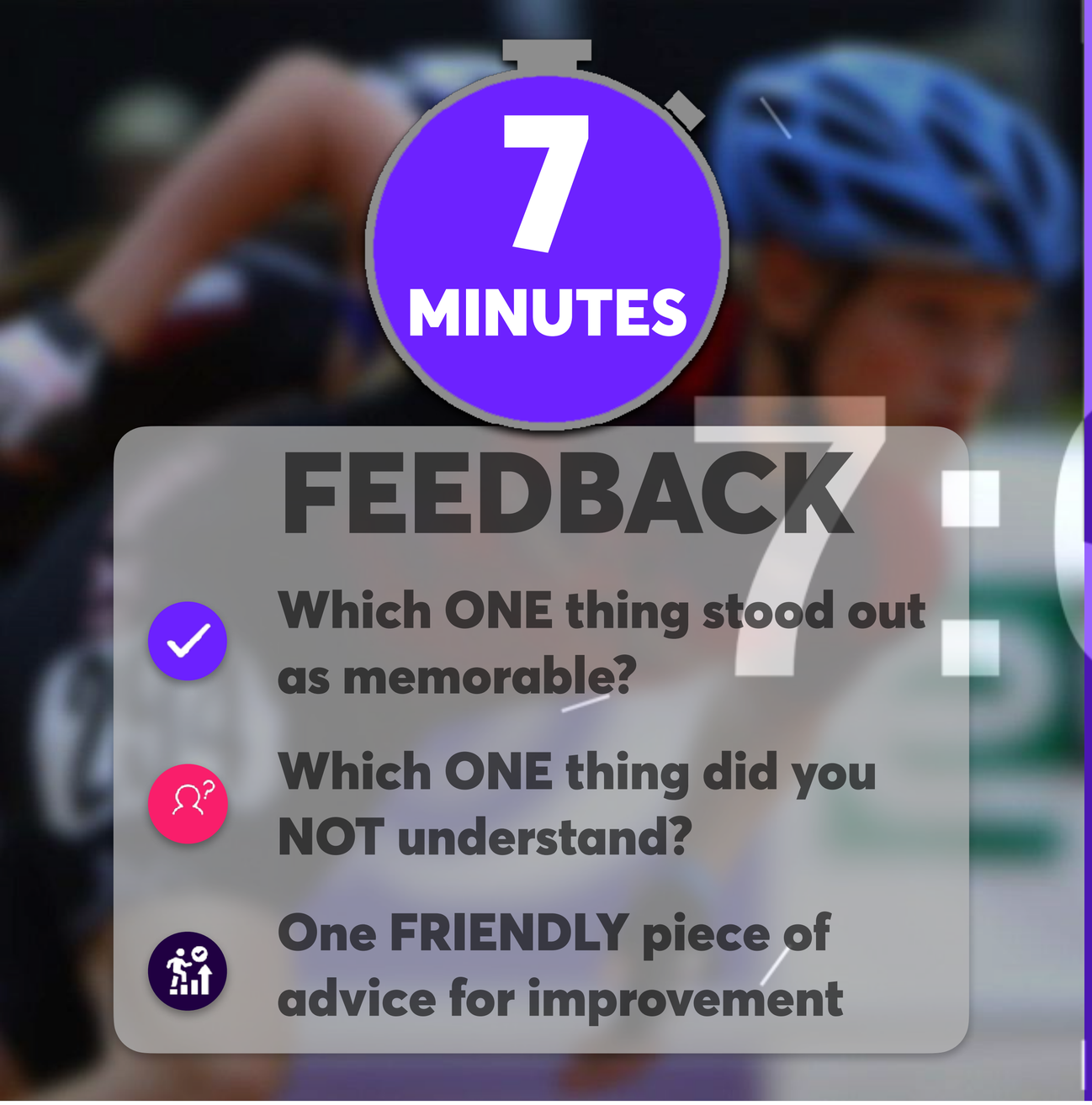
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



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
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

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**)



5

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
ANY TIME-PRESSURED PITCH

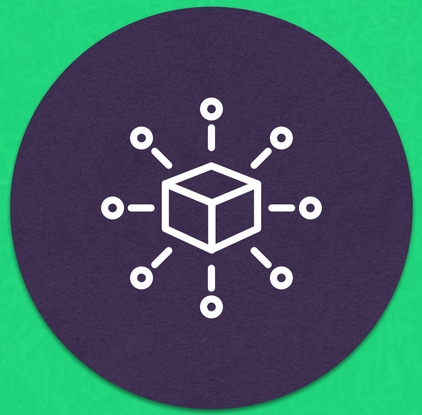
What goes wrong in the first

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 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



Your Unique Product



Track Record/ Proof

Tell them the things
THEY WANT TO KNOW







And tell them **QUICK!**

You understand their Pain

Your Unique Product

Track Record/ Proof


STRUCTURING YOUR
NEXT PITCH MEETING

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

Presentation	Q&A
20 Mins	**10 Mins**

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

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

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

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

Ask the magic question… 🪄

What would you like to know more about?


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


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



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



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

---

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Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/stellarup25

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?"



WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Agree to a **pilot/test**

Plan a **follow up** meeting

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



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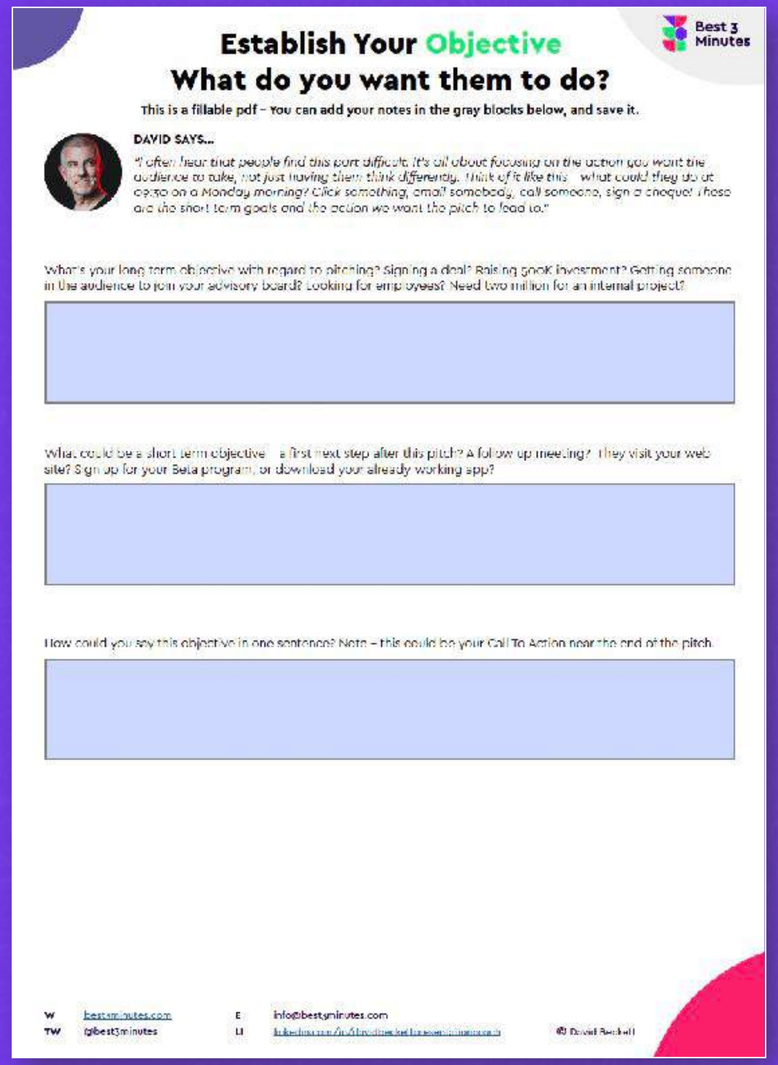
Write down in 1 minute what you want the audience **to do** as a result of the pitch

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.

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LI [illegible]
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Write down your Objective

Fillable pdf download available

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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

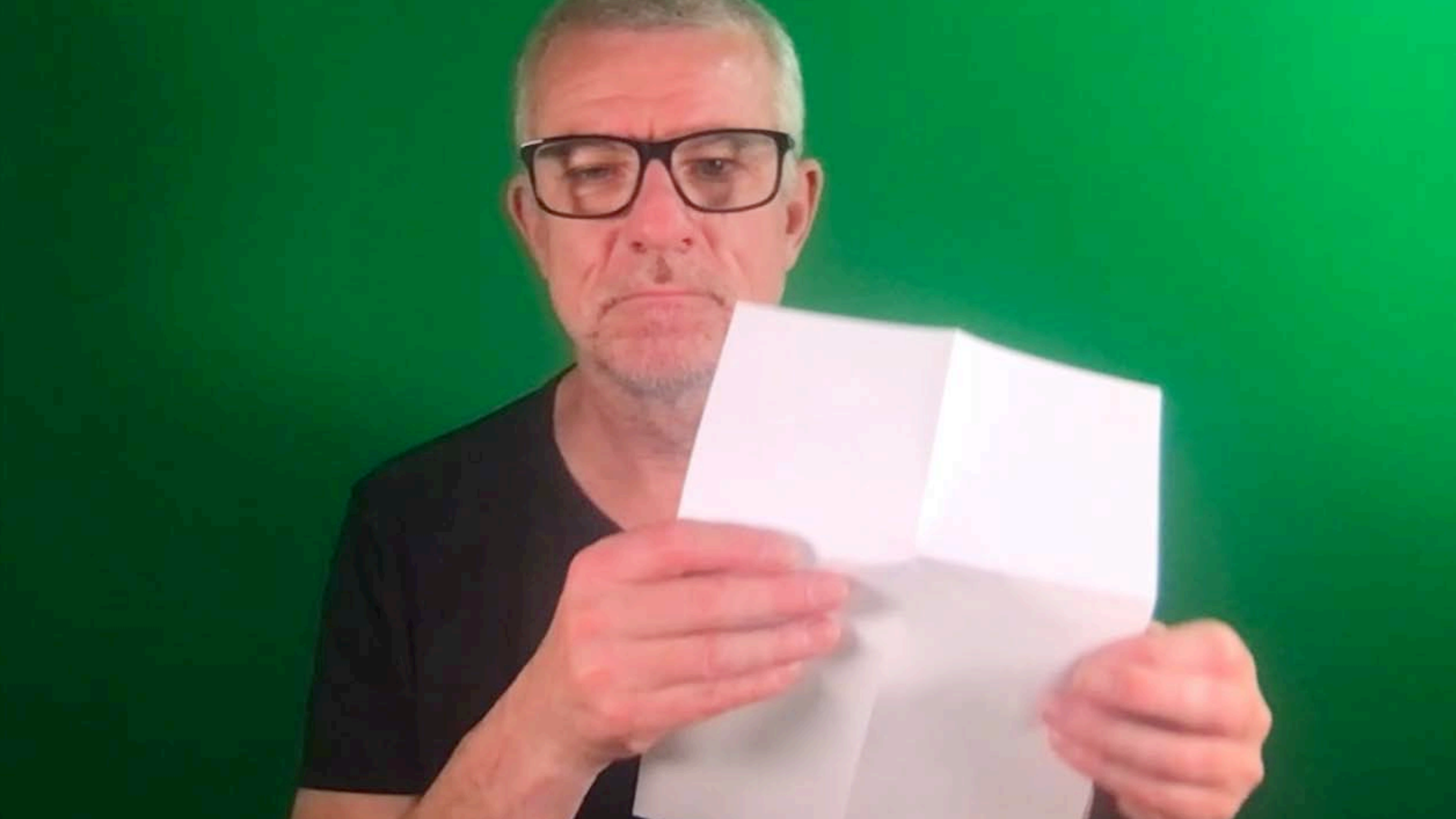



STOP!


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



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How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



PROOF/ TRACK RECORD



THE TEAM



THE ASK



TIMELINE/ NEXT STEPS





PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

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



PAIN

"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..."



PAIN

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



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Quantify it:
put a **number** on it

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**"

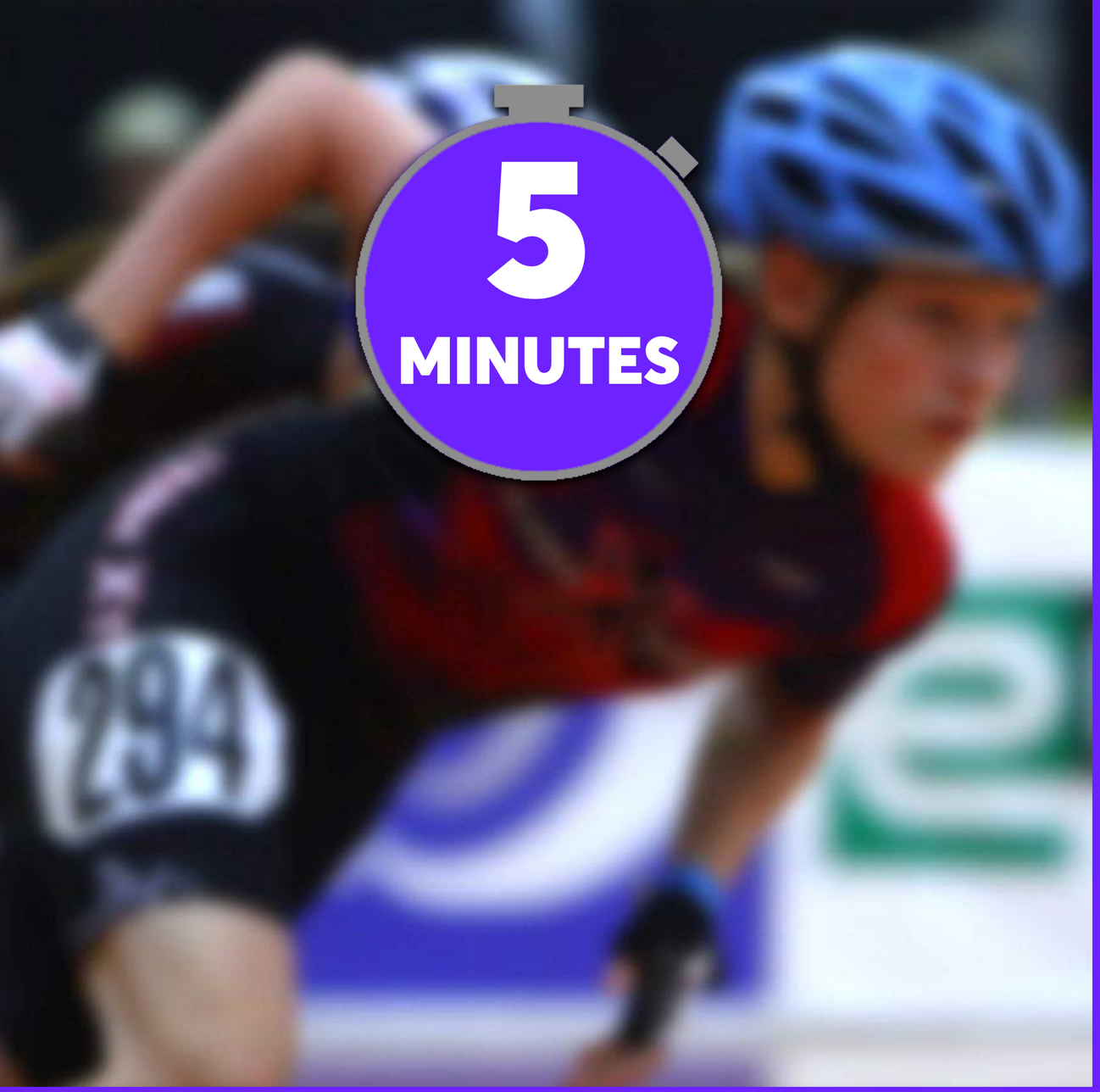
Be specific
PUT A NUMBER ON IT

"Our customers experience less staff turnover"

"Tracking achievements increases employee engagement"

"Our customers experience **64% lower** staff turnover"

"Tracking achievements can **increase** employee engagement by **75%**"



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

best3minutes.com/stellarup25

Pain

Takes 20 mins every day

100 million drivers

Miss out on time with family

Drives them crazy!

30% vehicle exhaust fumes

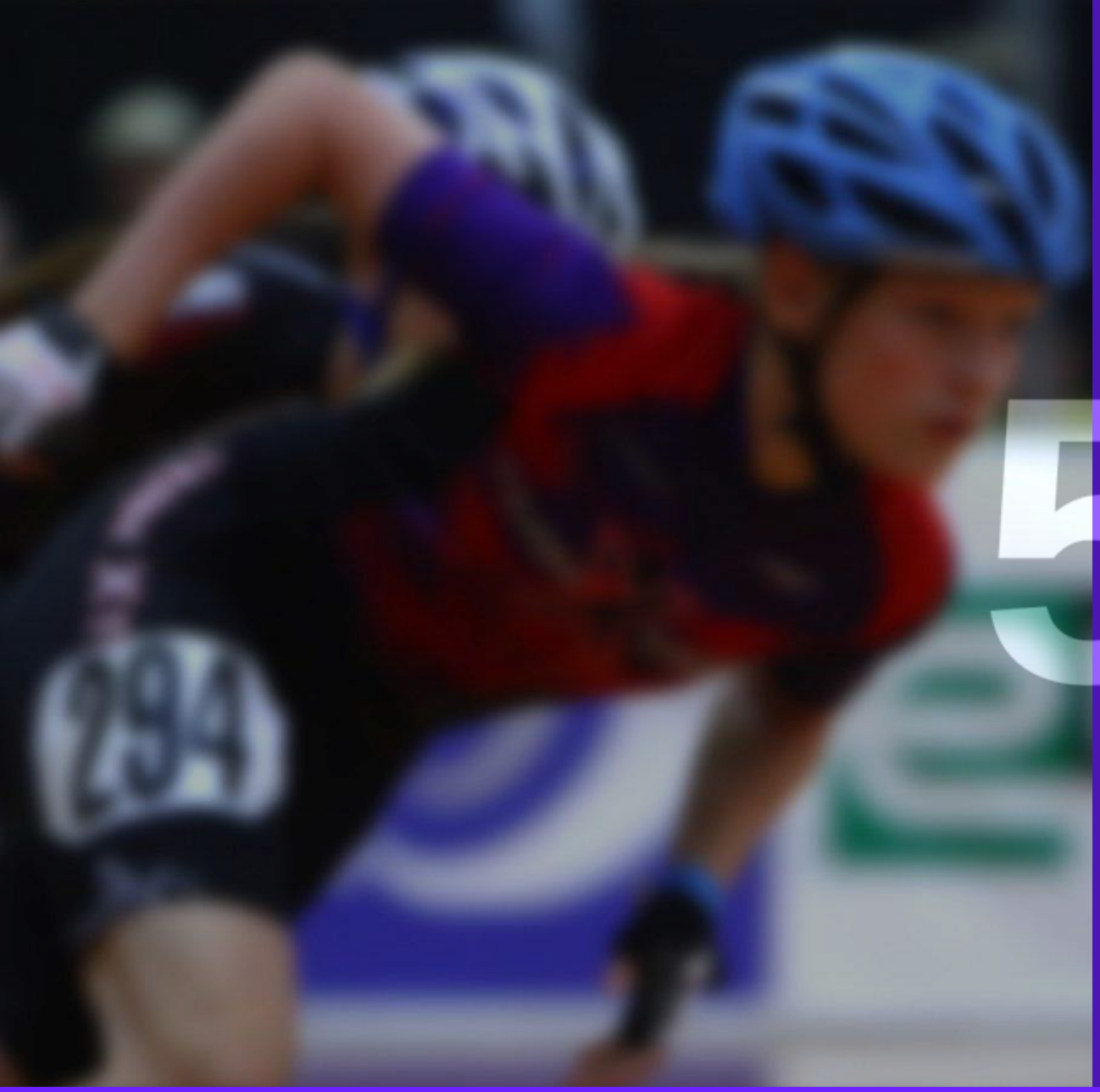
1 year of your life looking for parking

Product

What's Unique

Proof

The Ask



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

Don't think too much:
just write

best3minutes.com/stellarup25



PRODUCT

How do you **solve** the problem?

What **improvement** does your product deliver - & **how much?**



UNIQUE

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

Technology, **partnerships**, **complete** solution?

(Any competitors to mention?)



PROOF/ TRACK RECORD

Who's already **buying**?

Recognisable brands?

Customer success **stories?**

Past product track record?



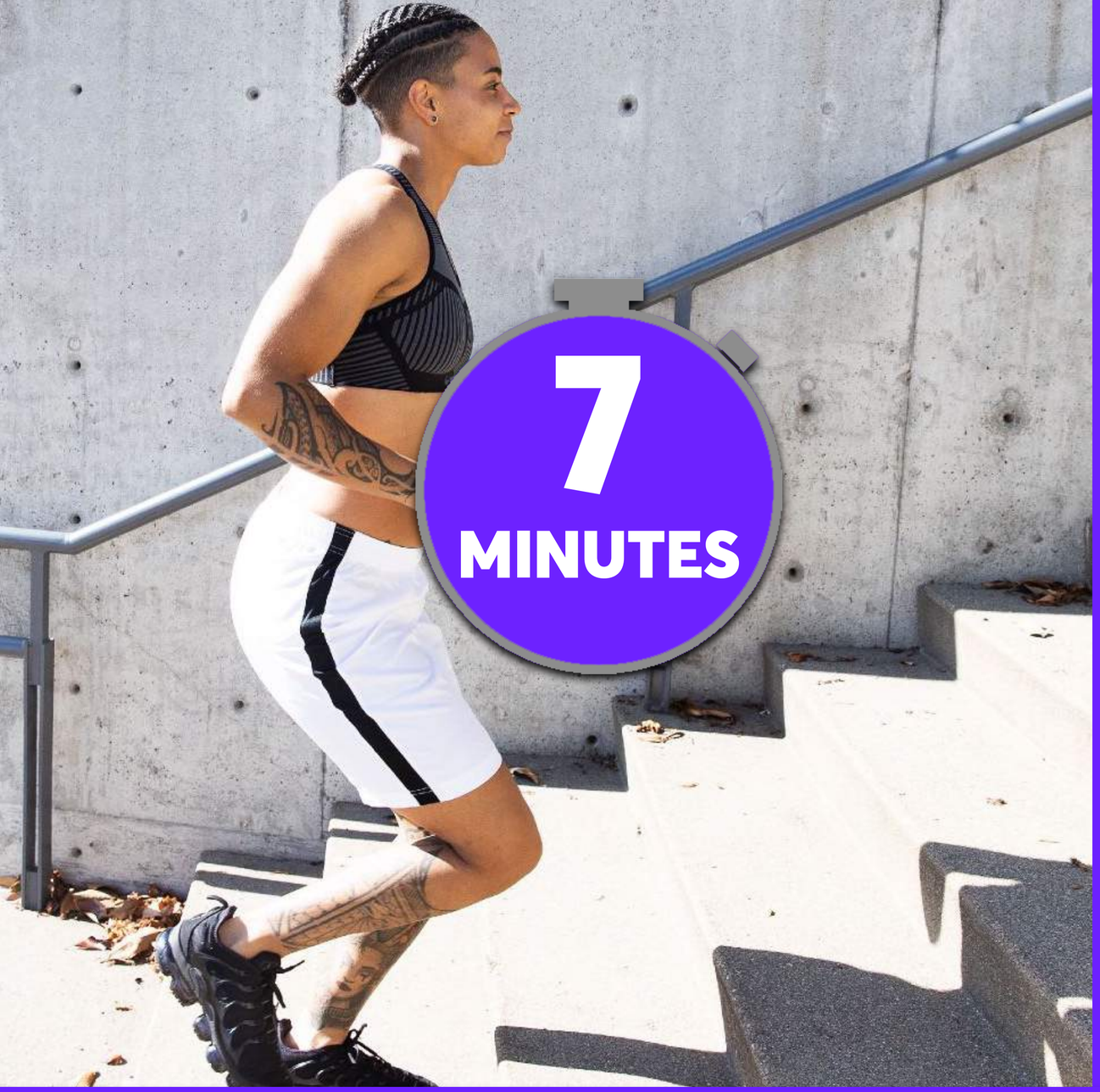
THE ASK/ CALL TO ACTION

What's the **next step?**

Follow Up Meeting?

Introductions?

Commitment to start a **Pilot?**



ACTION STEP

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

Product
What's Unique
Proof/Track Record
The Ask

Goal: 2-minute pitch about the overall proposition

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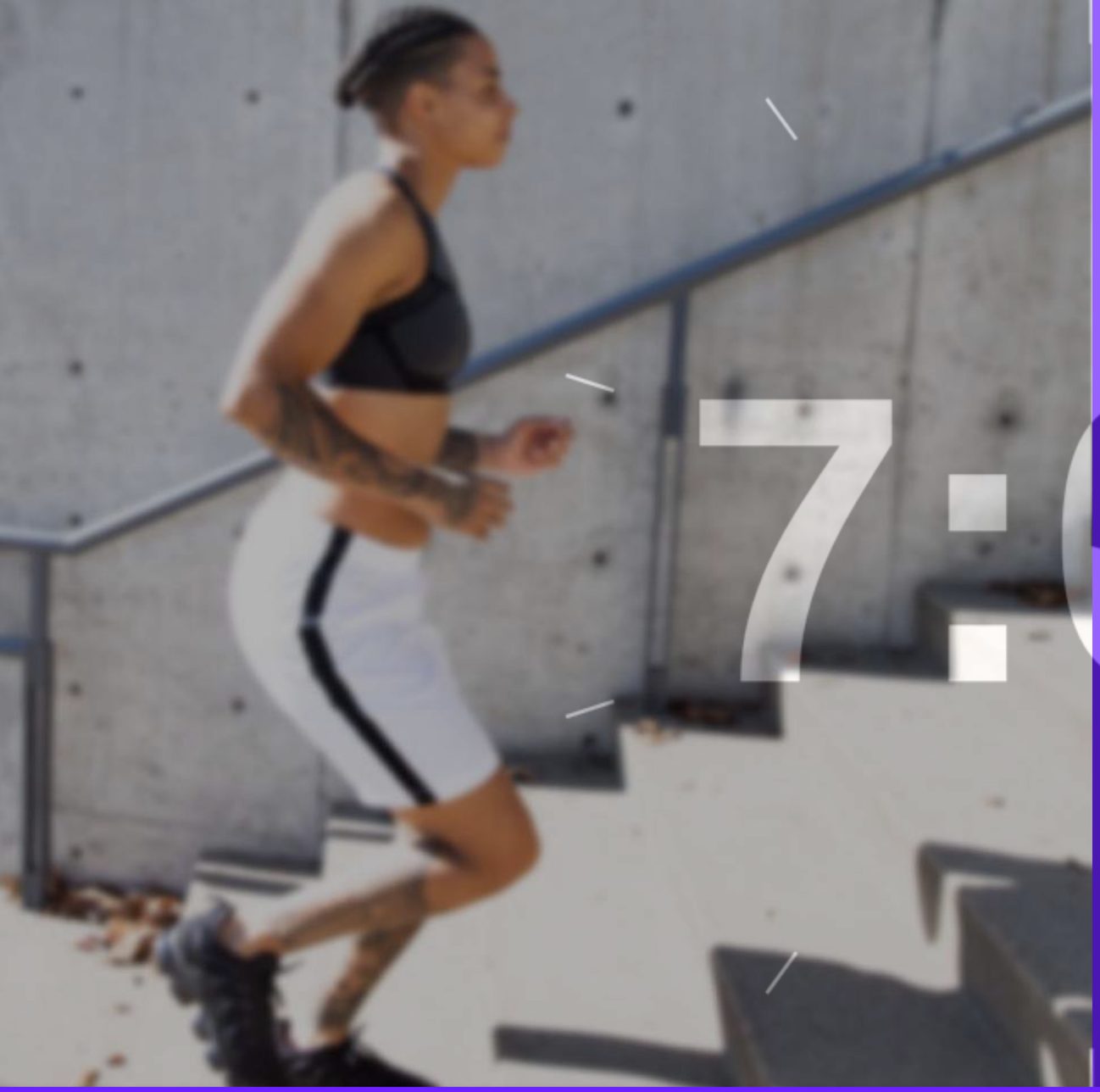
Pain	Takes 20 mins every day	100 million drivers	Miss out on time with family	Drives them crazy!	30% vehicle exhaust fumes	1 year of your life looking for parking			
Product	IOT - Sensors	Blockchain	Generative AI	"Find a parking space NOW!" Button	Easy to use App	2 mins instead of 20	30% cheaper on average	Next Year: include hotel parking	
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		
The Ask	Follow up Meeting	Goal: identify biggest pains	Attendees: Mr X, Ms Y & Mrs. Z						



ACTION STEP

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Product
What's Unique
Proof/Track Record
The Ask

Goal: 2-minute pitch about the overall proposition

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Let's put the thinking
INTO ACTION!



ACTION STEP

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

Pain
Product
What's Unique
Proof/Track Record
The Ask

120 seconds = 18 sentences



ACTION STEP

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

Pain
Product
What's Unique
Proof/Track Record
The Ask

120 seconds = 18 sentences

best3minutes.com/stellarup25

Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

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

Pain
Product
What's Unique
Proof/Track Record
The Ask

120 seconds = 18 sentences

best3minutes.com/stellarup25



ACTION STEP

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

Pain
Product
What's Unique
Proof/Track Record
The Ask

120 seconds = 18 sentences

best3minutes.com/stellarup25


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

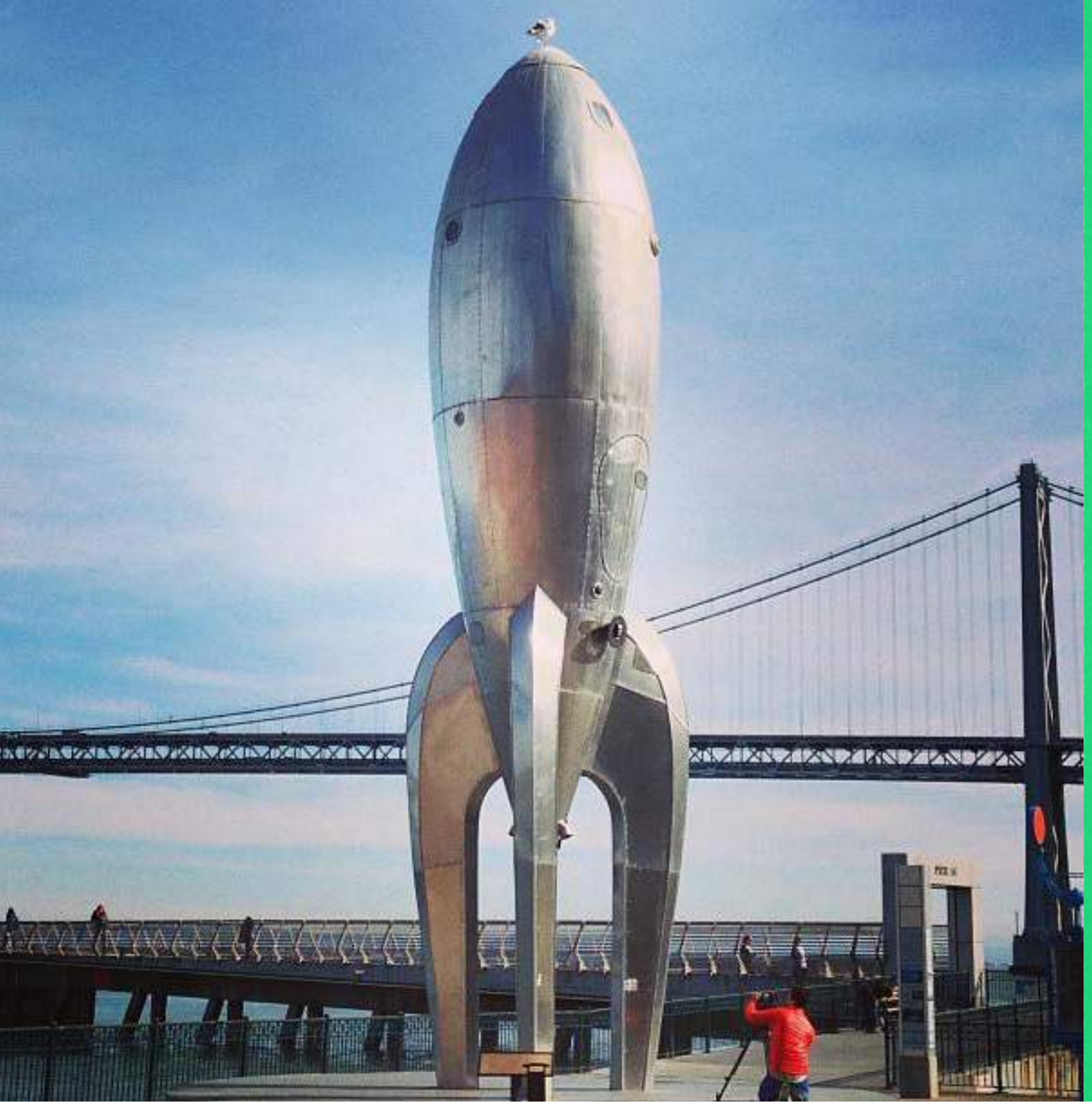
Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening




Make the first word count
OPEN POWERFULLY



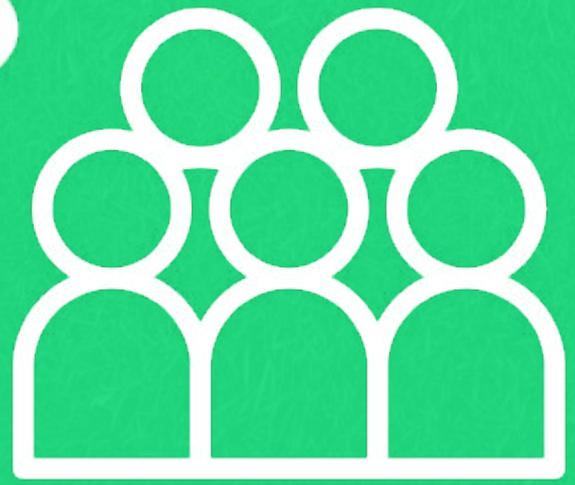
The first 20 seconds buys

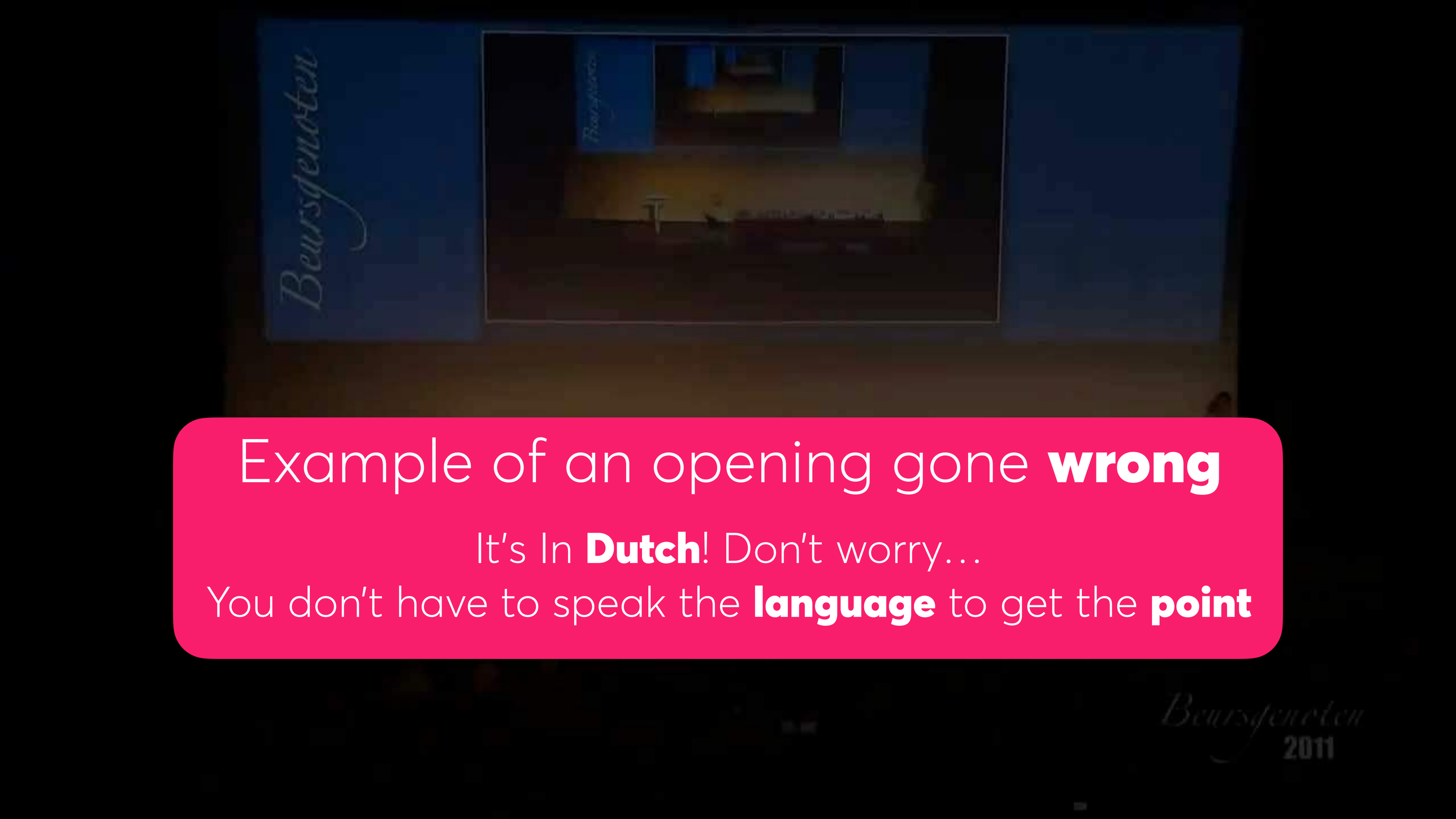
ATTENTION

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

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

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





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**



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

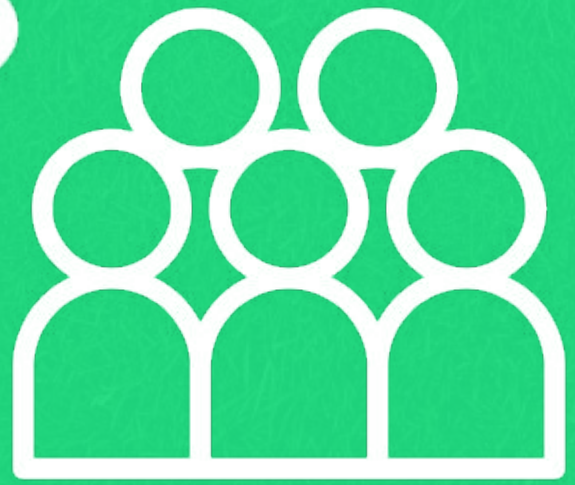
SADDL



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

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

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

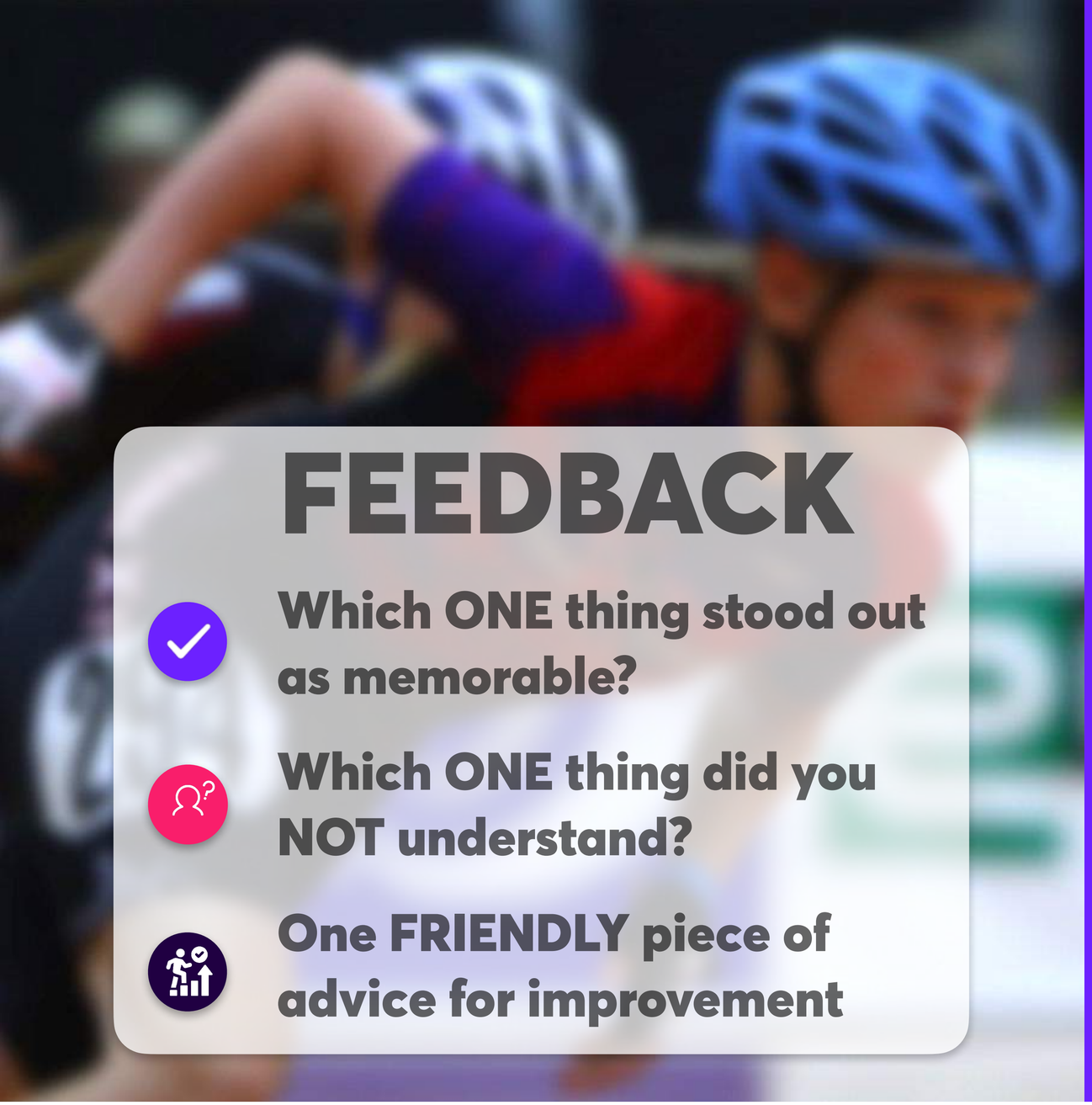




ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



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

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

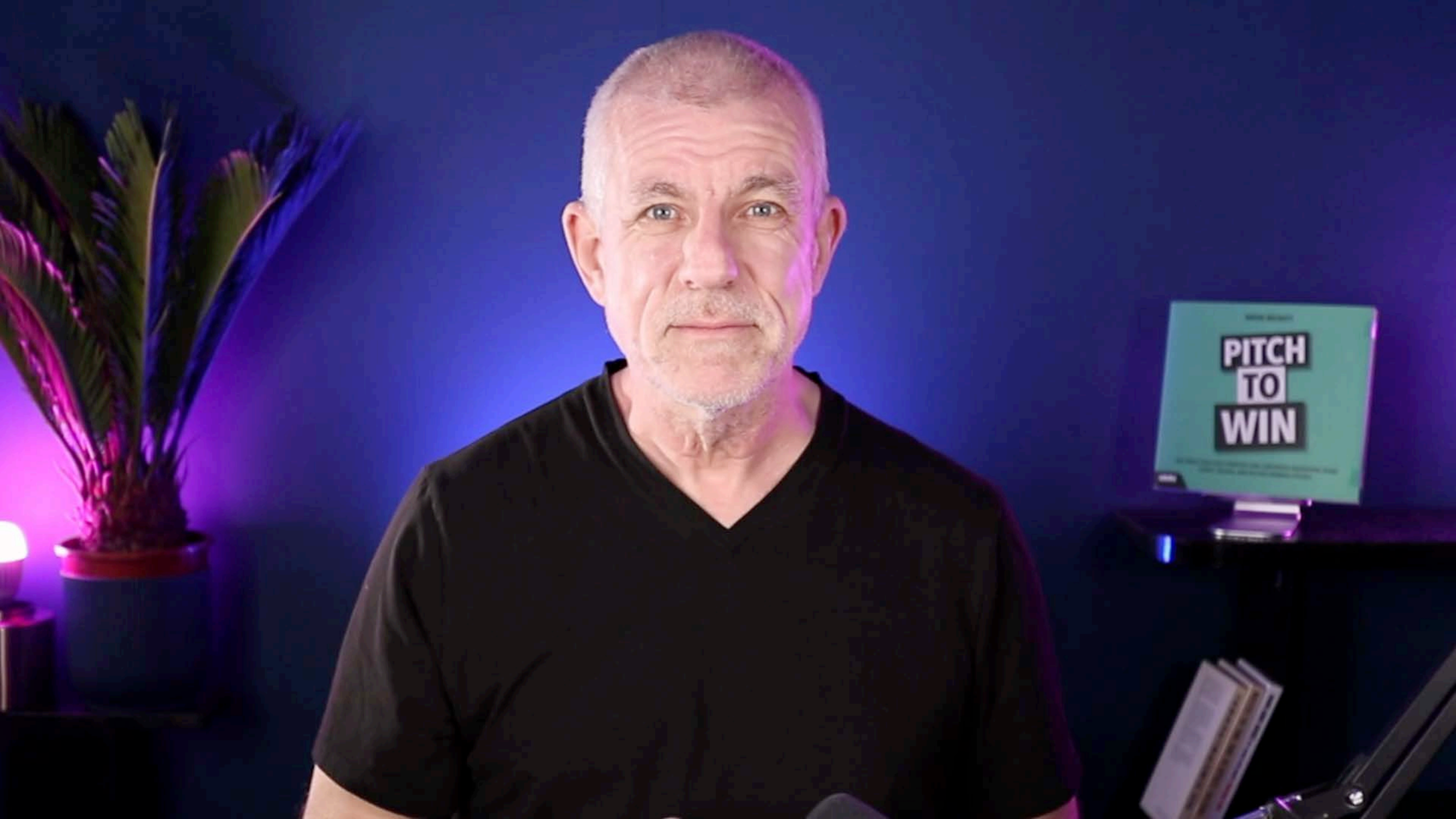
What happens if I say…

“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


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;
1-2 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
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BRAINSTORM
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Opening



THE POWER OF THREE

Closing





How to pitch at
THE CONGRESS



One Page Guide

PITCH AT A CONGRESS

best3minutes.com/hoogwegt24



Focus: How do you **OPTIMISE YOUR TIME?**

WHO'S YOUR AUDIENCE?

Who are you **targeting** at this event?

What do **they CARE** about?

WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



Focus: How do you **OPTIMISE YOUR TIME?**

1

Short Pitch to grab attention

2

Qualify: who are they?

3

Short pitch adapted to their interests

Usually 3 major

TARGET AUDIENCES

CUSTOMERS

PARTNERS

JOURNALISTS

Pitch Your Company at a Congress

How to adapt your pitch to your audience

1. Short opening pitch to grab attention
2. Qualify: who are they?
3. Target pitch to their interests

1 A 5-9 Sentence, 30-60 Seconds Opening Pitch Ready To Go!

- What do you do?
- What problem are you solving?
- Who are you solving it for?
- Have you got any traction? Customers, users.
- What's unique about your solution?

1. Short opening pitch to grab attention
2. Qualify: who are they?
3. Target pitch to their interests

1 A 5-9 Sentence, 30-60 Seconds Opening Pitch Ready To Go!

- What do you do?
- What problem are you solving?
- Who are you solving it for?
- Have you got any traction? Customers, users.
- What's unique about your solution?

2 Ask a Qualifying Question - Who Are They?

- What's your interest here at the event?
- What brought you to our stand?
- How does what I've shown match your interest?

What's your interest here at the event?

What brought you to our stand?

How does what I've shown match your interest?

3 Have a Following 2-3 Minute Pitch Ready for Each Group

CUSTOMER	PARTNER	JOURNALIST
Demo the unique and high value aspects of the product.	Demo the unique and high value aspects of the product.	Why the journalist should write about it? New, first, unique etc.
Tell what customers love about the product.	Share what partners love about the product.	Availability? Where, when?
Explore their needs; how do they see this fitting their goals?	Explore how they see partnership opportunities.	Demo the product if they have time.
Team: what skills will help them succeed?	Team, what skills will help them succeed?	Pricing: 'Starts from', 'Free, with paid additional features.'

FINISH ALL PITCHES WITH A CLEAR NEXT STEP/CALL TO ACTION



Usually 1 major

AUDIENCE TO AVOID

"Oh, I always come to this event, just to see what's happening..."



Create something they can **TAKE AWAY**

A4 or A5 leaflet

1 page,
good quality,
cheap to make

Politely but firmly

CLOSE THE CONVERSATION

"Nice to meet you.

You can read more here.

Our website is on the leaflet.

Have a great day and enjoy the event!"



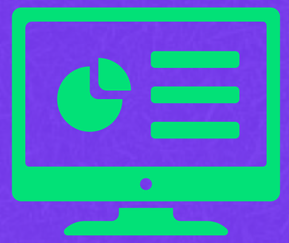
Prepare for your
WINNING ONLINE PITCH

When presenting we usually have

6 TOOLS AVAILABLE



WORDS



SLIDES



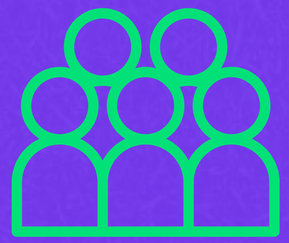
VOICE



BODY LANGUAGE



EYE CONTACT



AUDIENCE

When presenting we usually have
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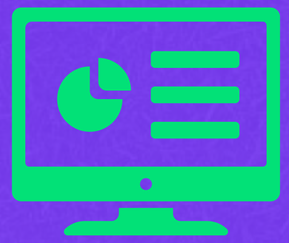


SLIDES



VOICE



BODY LANGUAGE



EYE CONTACT



AUDIENCE

VIDEO ON



Sometimes it's **easier** not to be seen

Seeing each other creates a **bond**

Essential is **you** are **presenting**



VIDEO ON

Smiles & Laughter

Gestures & Nods

Facial **Expression**





CAMERA POSITION

Avoid looking **down**
on the audience

Adjust to look
at the camera
if possible





THINK ABOUT LIGHTING...

They need to be able to see your facial **expression**



HELP! SIZE OF FACE ON CAMERA



Adjust your camera so that you have a **friendly** appearance

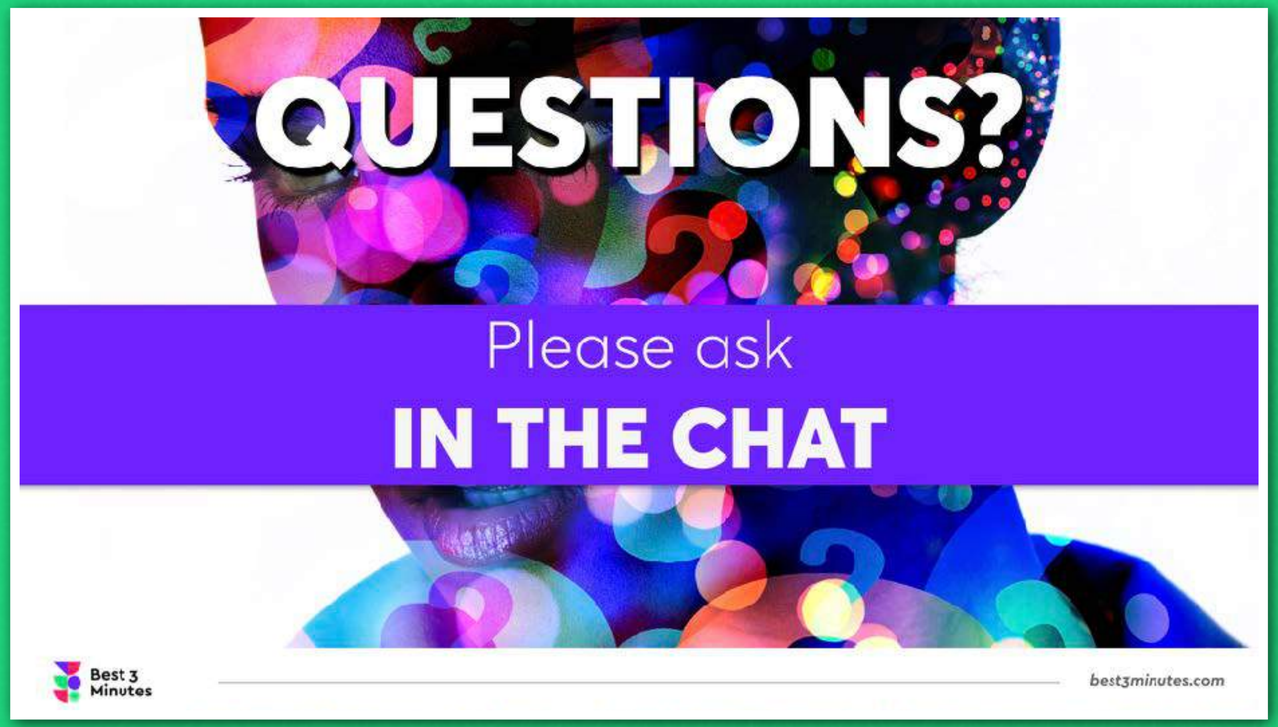
A **Better Plan** for a 30-Minute Meeting

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

Ask the magic question… 🪄

What would you like to know more about?

The no.1 tool for Engagement
QUESTIONS



Inform at the beginning **when** and **how** they can ask

PRO TIP

USE A CLICKER!



Avoids the
'click-click-click'
when moving from
slide to slide


You have a big impact
WITH YOUR VOICE

Make it interesting with **VOCAL VARIATION**




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


What do you want them to
THINK & FEEL?

"Antony said that his boss did not commit a fraudulent act."

"Antony **said** that his boss did not commit a fraudulent act."

"Antony said that **his** boss did not commit a fraudulent act."

"Antony said that his boss did **not** commit a fraudulent act."

"Antony said that his boss did not commit a **fraudulent** act."


Say your key messages
OUT LOUD, IN ADVANCE



To improve body language and voice

FILM YOURSELF PITCHING

Pitch tools and

RESOURCES







best3minutes.com/stellarup25

All the workshop **SLIDES**



best3minutes.com/stellarup25

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.

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

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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

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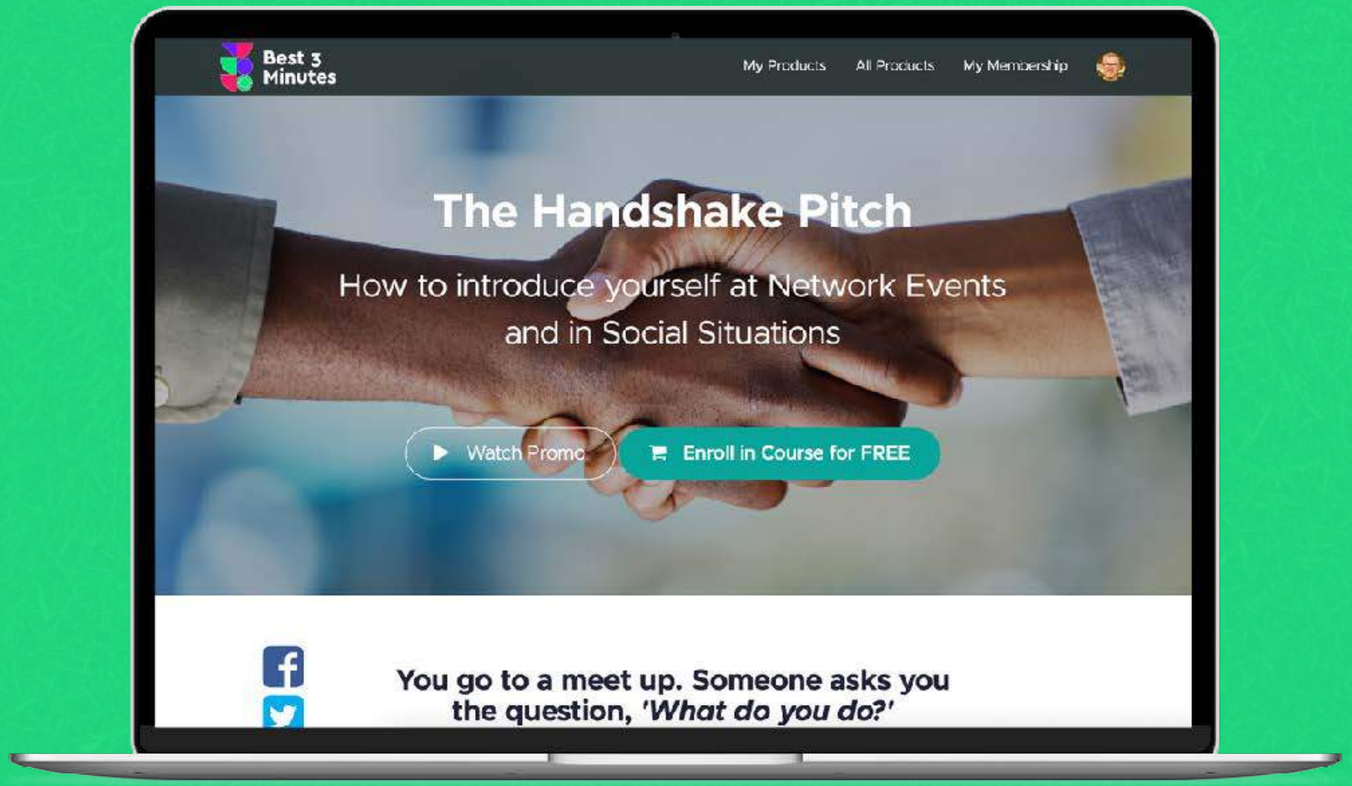
FREE

10 Minute Online Course

YOUR INTRO PITCH



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