

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

David Beckett

best3minutes.com

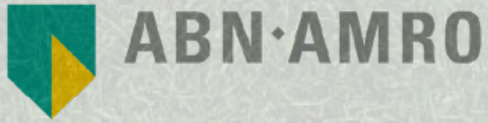
Best 3 Minutes


Coached 2800+ Startups & Scaleups
RAISED OVER €490MILLION
POSTCODE LOTTERY
GREEN CHALLENGE
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

32 Countries

TRAINED 38,000+ PEOPLE

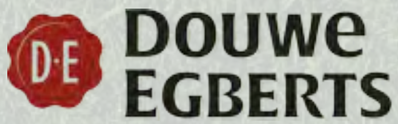
























Numerous organisations in **THE MICE INDUSTRY**



VISIT OSLO

GENEVA CONVENTION BUREAU

Innovasjon Norge

MPI

visit estonia

WONDERFUL COPENHAGEN

Destination Uppsala.

visit.brussels

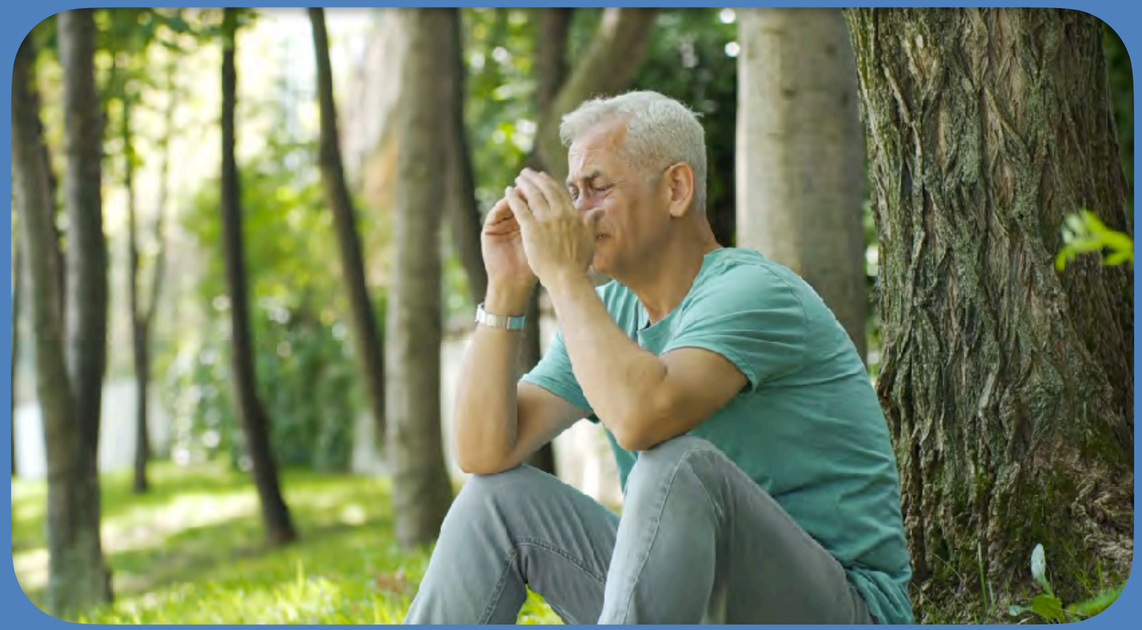
CLIA

The Pitcher




The Listener


72%
76%




GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


MY QUESTION
TO YOU...
What would you like to know
ABOUT PITCHING?

Why does a **PITCH MATTER?**




Let's talk about
TIME


Attention spans are
SHRINKING FAST!
150
seconds
2004
47
seconds
2023

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...**



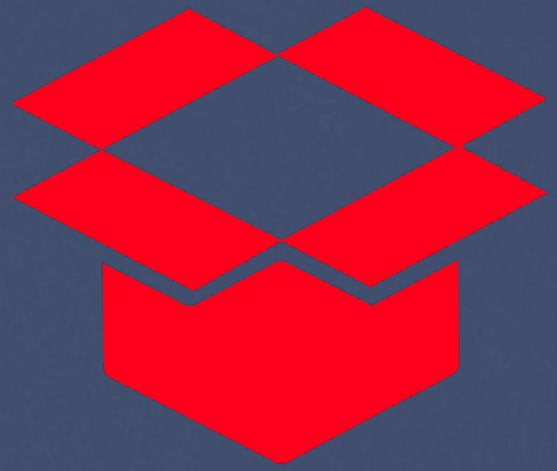
EXCITING!

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



Your Unique Product



Track Record; Proof; Customer Success

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?

What's purpose
OF THE PITCH?




Take them through
EVERYTHING?

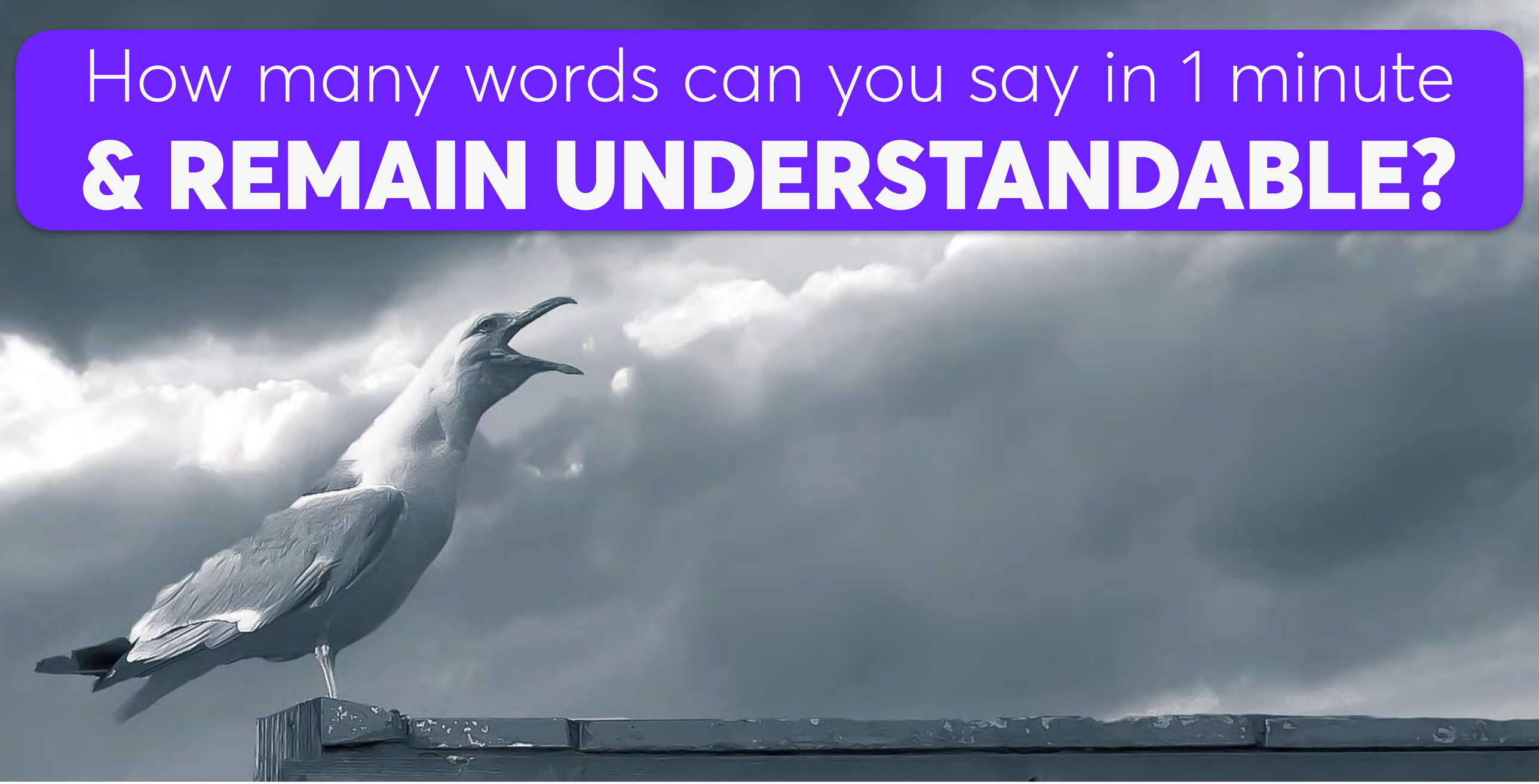


Or help them

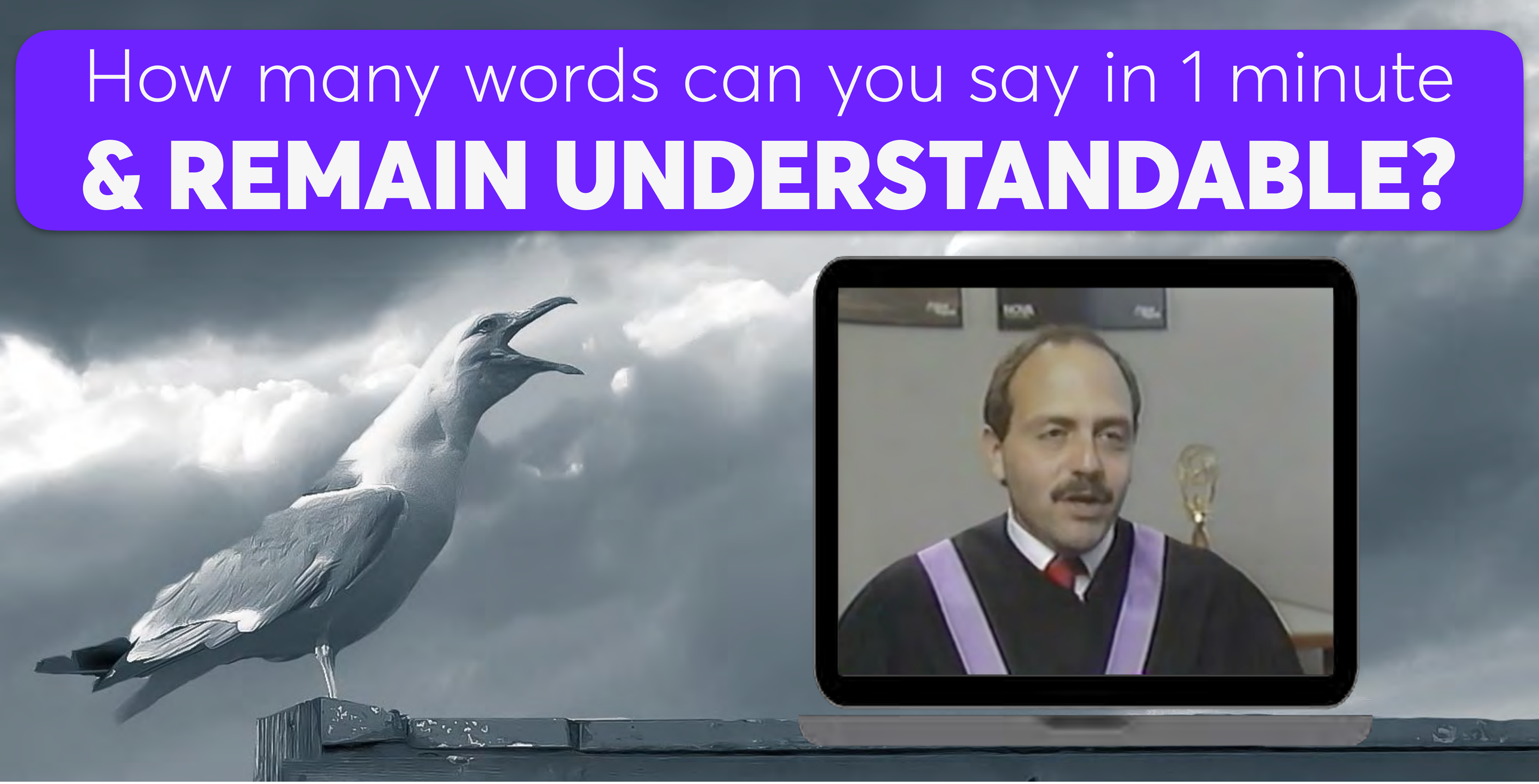
UNDERSTAND THE ESSENTIALS?


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

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



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

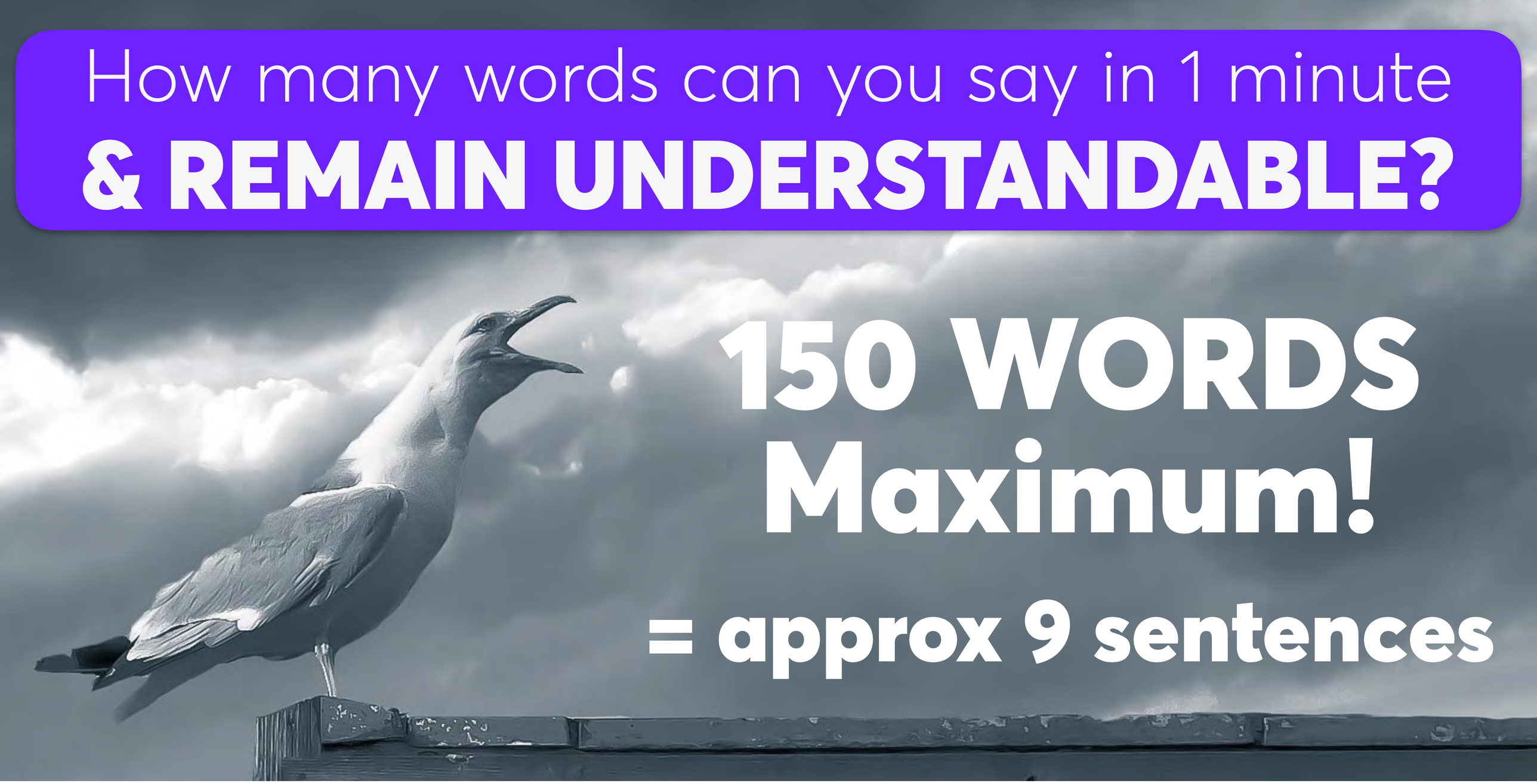


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



Type a number in the chat!

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



150 WORDS Maximum!

= approx 9 sentences

Tell them the things
THEY WANT TO KNOW



You understand their Pain



Your Unique Product



Track Record; Proof; Customer Success

Tell them the things
THEY WANT TO KNOW



PAIN



PRODUCT



PROOF

How do we usually create **A NEW PITCH?**



What makes a **PITCH GREAT?**



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they know?



WHO'S YOUR AUDIENCE?

Starter in the industry?

Already in the industry **1-2 years?**

More **experienced?**



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**

Plan a **follow up** meeting

Agree to a **pilot**

Sign a **deal!**

Tell them the things
THEY WANT TO KNOW



PAIN



PRODUCT



PROOF



PAIN

What is the **problem** you solve?

How **big** is that problem?

The **Why** of the Product.



PAIN

"Customers we speak to are struggling to get **connected** to the right people in the industry, can't find the right **sponsorship** opportunities..."



Lost time?

More cost?

Wasted investment?

Frustration at wasted time?

Lost customers?

What are your examples of 'Pain?'

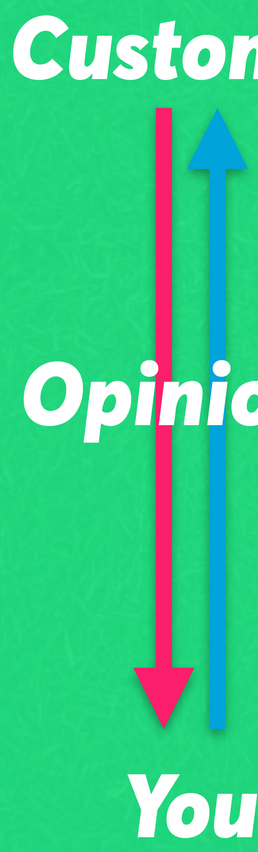
How to highlight pains **TO CUSTOMERS**



"Mr Customer:
YOU'VE got a **PROBLEM**!"

Create a triangle

YOU BOTH OBSERVE THE FACTS





How to highlight pains **TO CUSTOMERS**

"Mr Customer:
YOU'VE got a **PROBLEM**!"

"The companies we talk to **in this industry** are **struggling** with…

It's **costing** them X time/money/lost customers/wasted…

We're helping them **save** 30% of time/cost/etc by…"



PRODUCT

How do you **solve** the problem?

What **improvement** can your proposition deliver - & **how much?**

What are customers **experiencing** as a result of your product?



PRODUCT

NOTE: **Start** with the **Pain**, then introduce the ‘product’



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**

Customer Success Stories?


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

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 this part of the 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.

Pitch tools and

SUPPORT MATERIALS







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All the workshop
SLIDES



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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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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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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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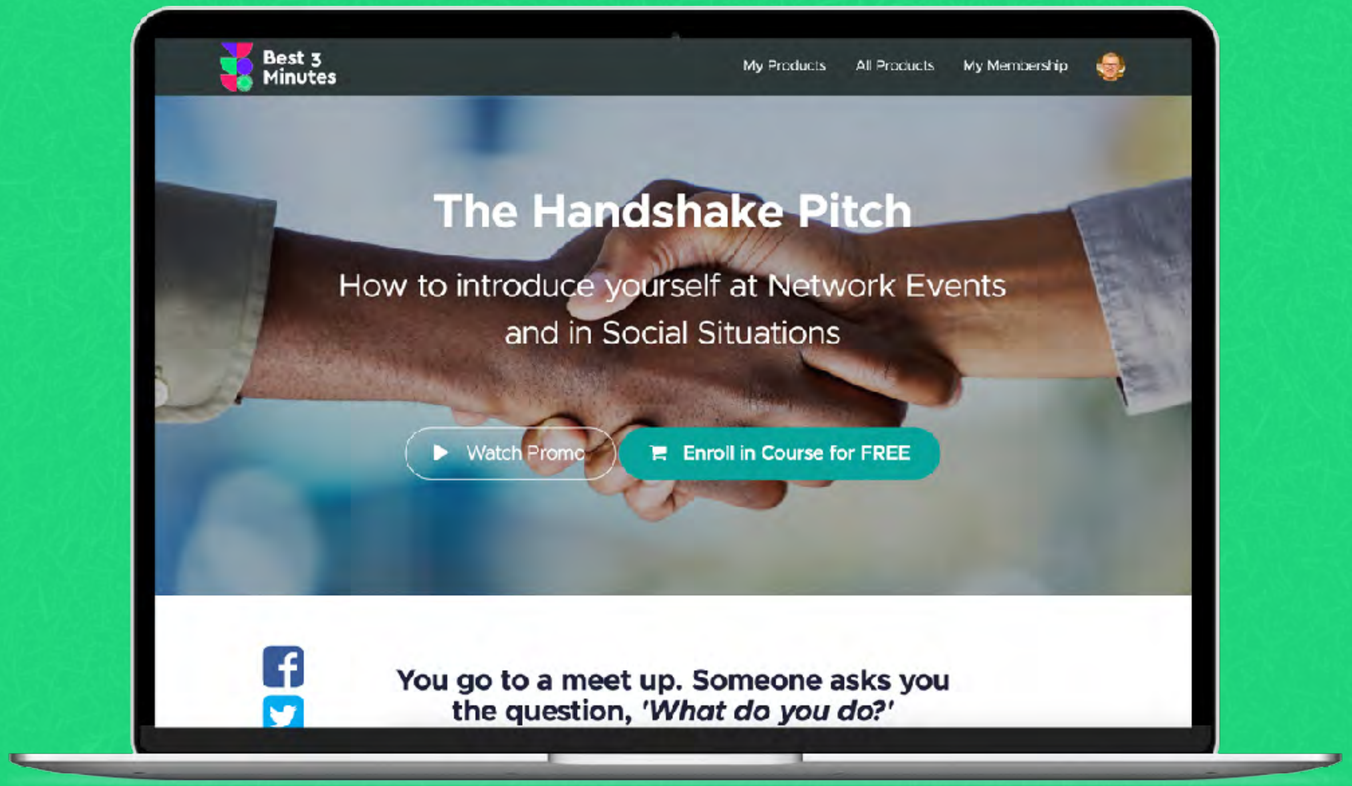
FREE

10 Minute Online Course

YOUR INTRO PITCH



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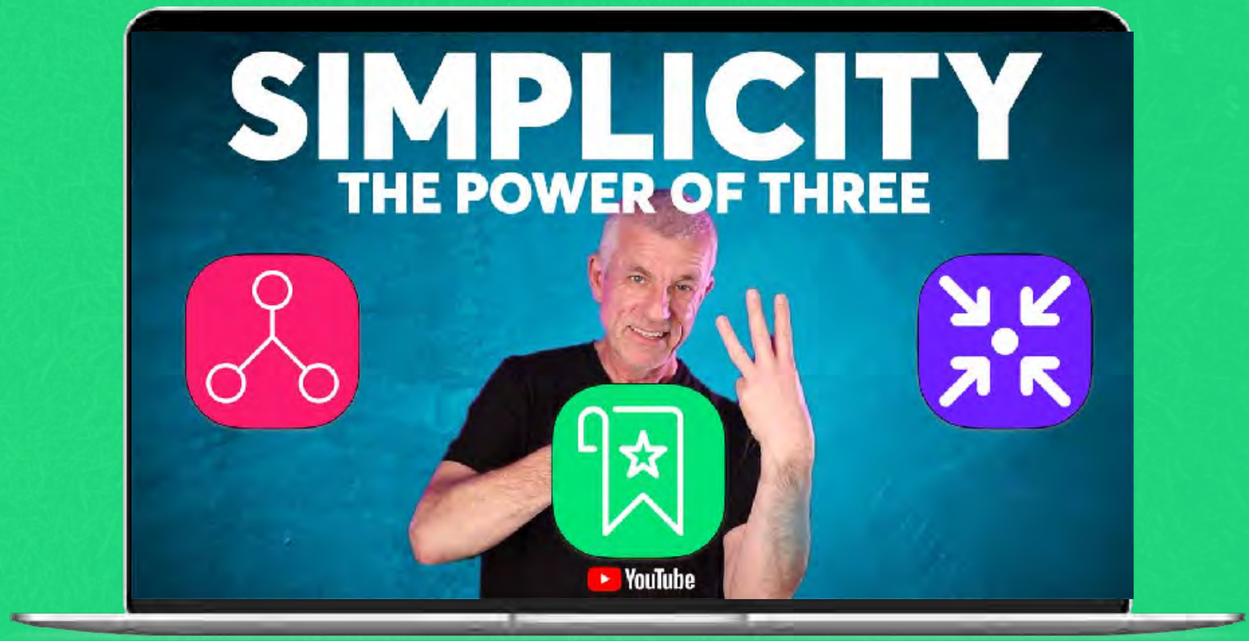
Podcast



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