

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

David Beckett

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Best 3 Minutes

Coached 2800+ Startups & Scaleups

RAISED OVER €490MILLION



32 Countries

TRAINED 38,000+ PEOPLE











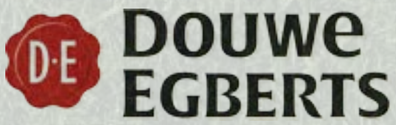







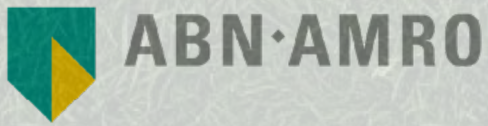





32 Countries

TRAINED 38,000+ PEOPLE




GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



How to pitch at
THE CONGRESS



One Page Guide

PITCH AT A CONGRESS

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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 as a result of meeting you**?

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?

Pitch Your Company at a Congress

How to adapt your pitch to your audience

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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

Let's work on the
SHORT INTRO PITCH

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

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


Let's talk about
TIME

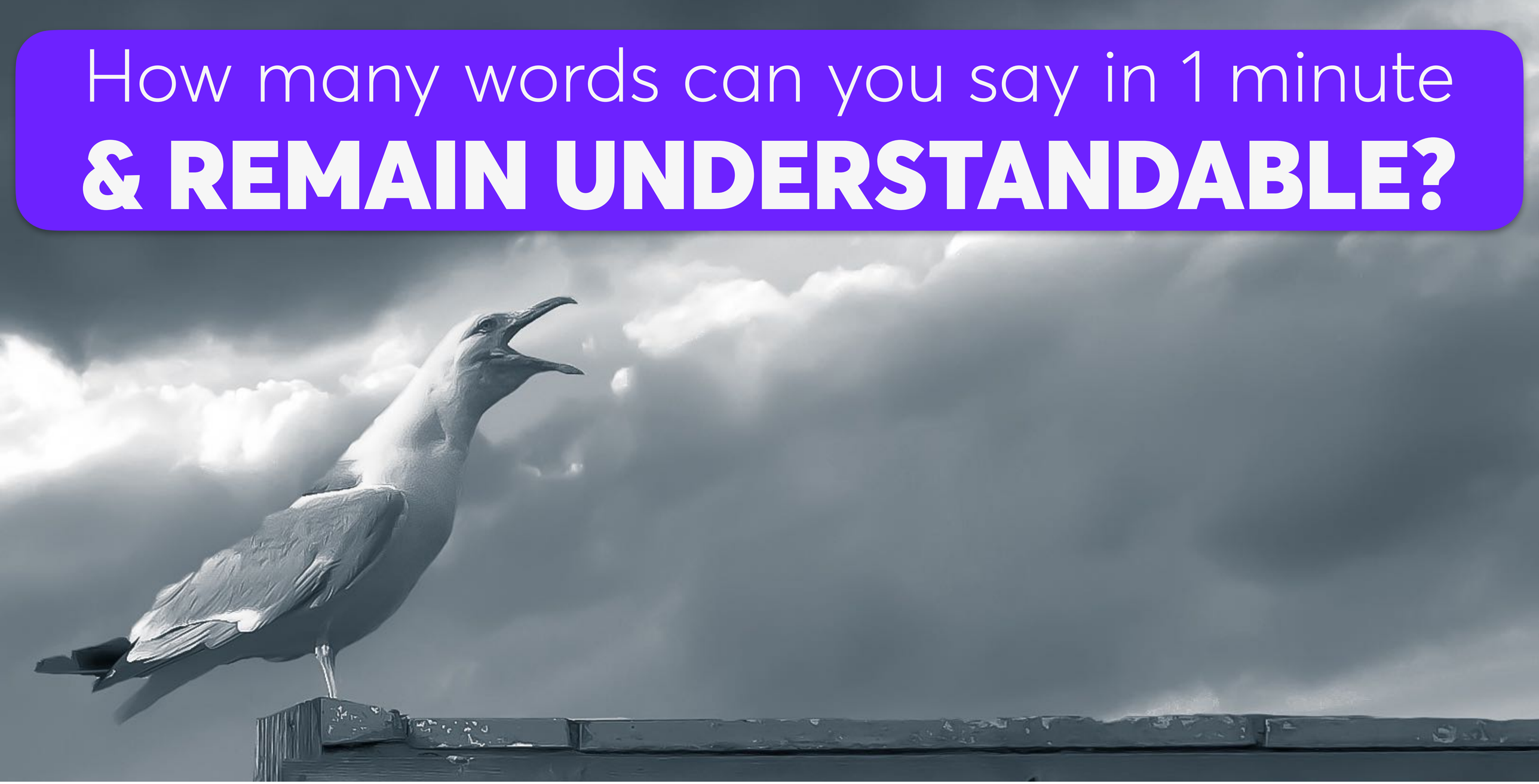

Attention spans are
SHRINKING FAST!
150
seconds
2004
47
seconds
2023

We need to shrink our message

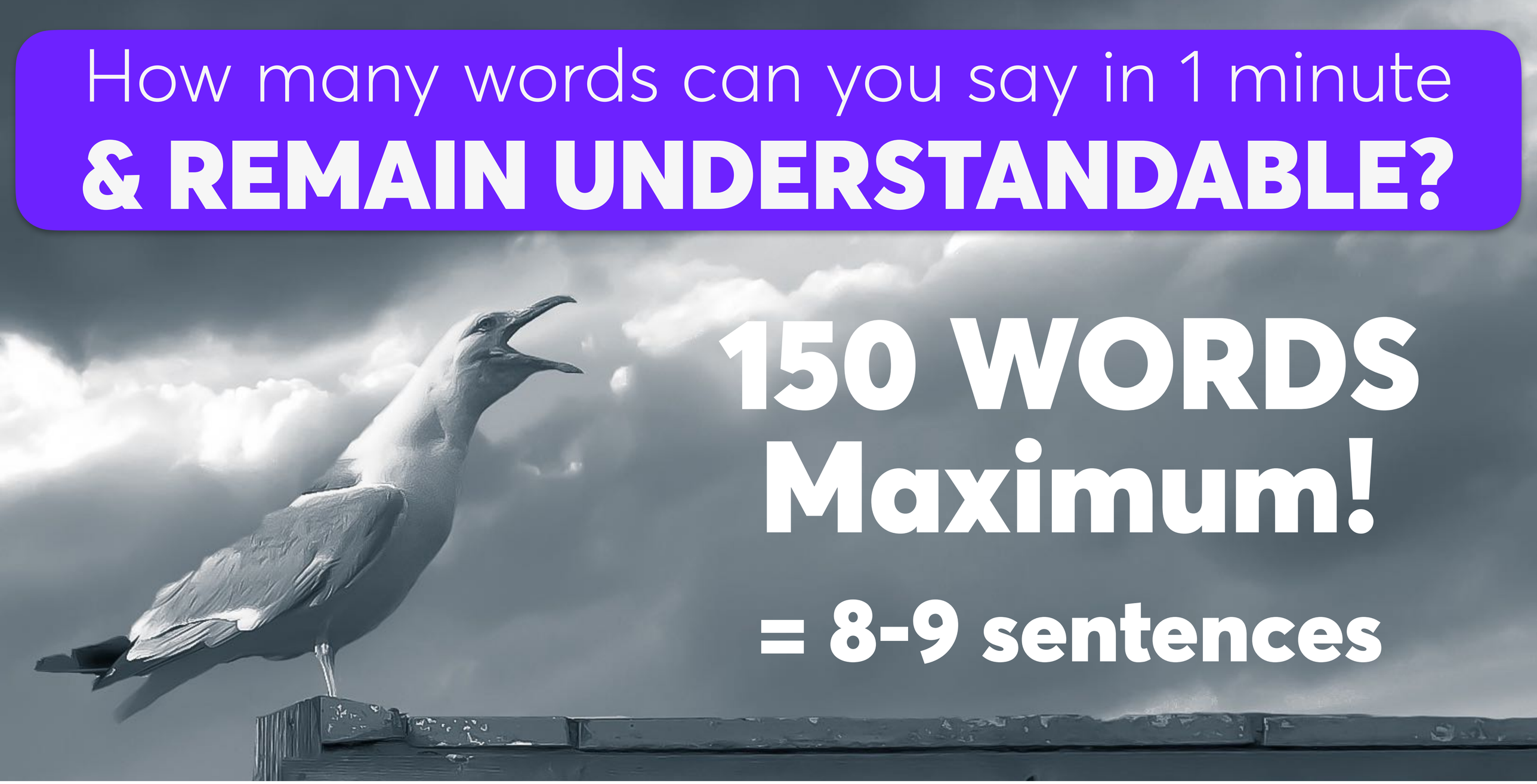
CREATE CLARITY



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



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



150 WORDS Maximum!

= 8-9 sentences

Let's work on the
SHORT INTRO PITCH

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?

Here's what we're not going to do...

Here's our product,

here's more about our product,

here's some more information about our product

...any questions?

Let's work on the
SHORT INTRO PITCH

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. What do you do?

A **1-2 sentence** description.

What is the **product/** service/solution?

Simply:
what does it do?



1. What do you do?

We help cruise ships manage the thousands of batteries on every ship - avoiding waste, reducing cost and saving time.



2. What problem are you solving?

How **big** is that problem?

The **Why** of the product.



PAIN

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



PAIN

"There are loads of batteries on every cruise ship, and you never know when to change them. That costs a lot of money and time."



PAIN

The average cruise ship has over **20,000** battery powered items -

eg, every door with a card reader.

It costs each cruise ship **$1,7Million** dollars - and over **800 hours/year**

- changing them unnecessarily -

Why? Because you **never know** when a battery is close to being flat."

Be specific
PUT A NUMBER ON IT

"It creates a lot of waste"

"It takes a lot of time to replace batteries"

"Over **50,000 hours** battery life wasted every year"

"It takes **800+ hours per year** replacing batteries - unnecessarily"



3. Who do you solve this problem for?

Which types of **customers** are you serving?

Note: this can blend with the 'Pain'



4. Any proof or traction?

How many customers served?

Recognisable **brands?**

Growth rates?



5. What's unique about how you solve those problems

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

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

(Any competitors to mention?)



ACTION STEP

Write down your short intro pitch:
30-60 seconds, 5-9 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

Any **proof/traction/customers** to mention?

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



ACTION STEP

Write down your short intro pitch:
30-60 seconds, 5-9 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

Any **proof/traction/customers** to mention?

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



ACTION STEP

TEST your short intro pitch:

30-60 seconds, 5-9 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

Any **proof/traction/customers** to mention?

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

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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 short intro pitch:

30-60 seconds, 5-9 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

Any **proof/traction/customers** to mention?

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

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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

What's your interest here at the event?

What brought you to our stand?

How does what I've shown match your interest?

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CLEAR CALL TO ACTION

What's the **next step?**

Book a **follow up meeting** while on the stand?

Capture **email?**

Provide **QR code**/link on business card to sign up?


Keep focused on
TIME

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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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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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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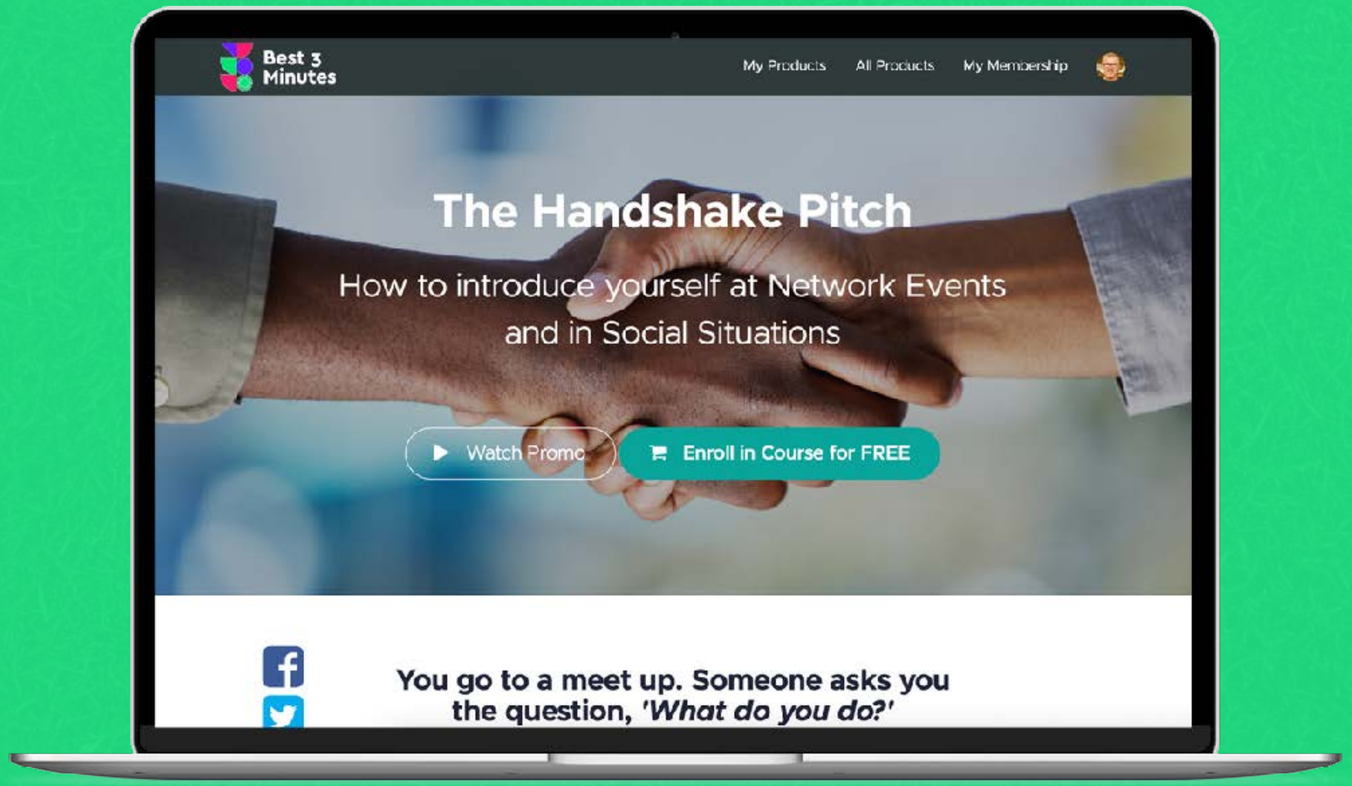
FREE

10 Minute Online Course

YOUR INTRO PITCH



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