

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2800+ Startups & Scaleups

RAISED OVER €490MILLION

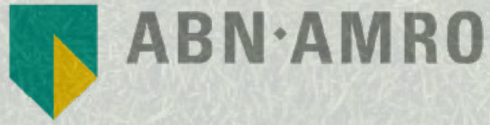


32 Countries

TRAINED 38,000+ PEOPLE



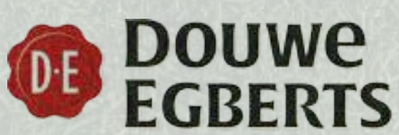


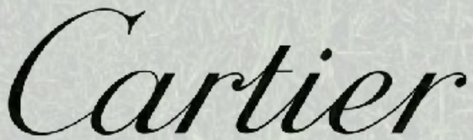























GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


Here to help you pitch
THE NEW STRATEGY


Here to help you pitch
THE NEW STRATEGY


Here to help you pitch
THE NEW STRATEGY

We need to shrink our message

CREATE CLARITY



Two steps to

PITCHING THE NEW STRATEGY



1. Make Messages Short, Clear, Persuasive



2. Clarify the Value of the Strategy as a Basis for a Conversation


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...?**

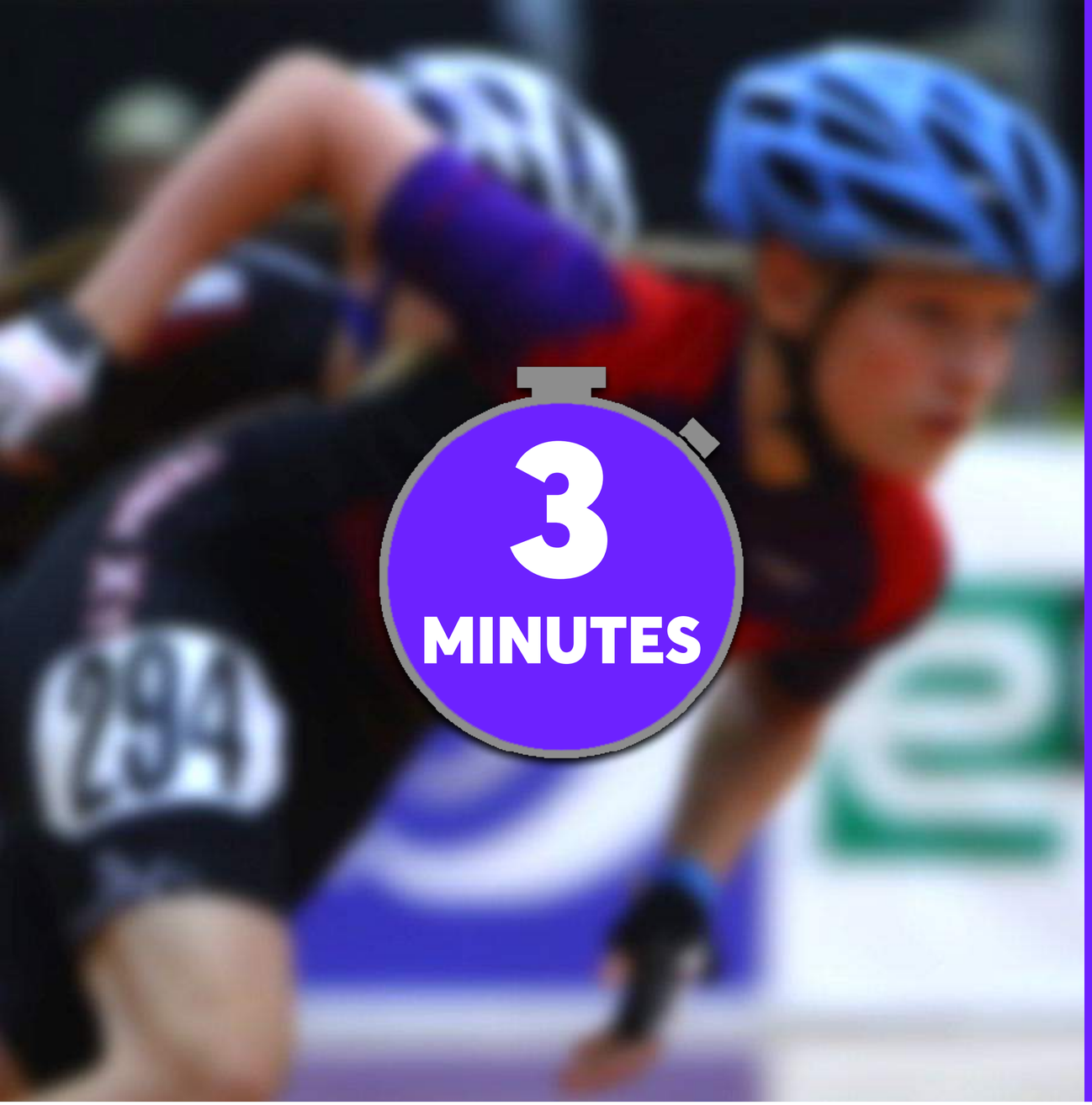
The basis of
ANY GREAT PITCH



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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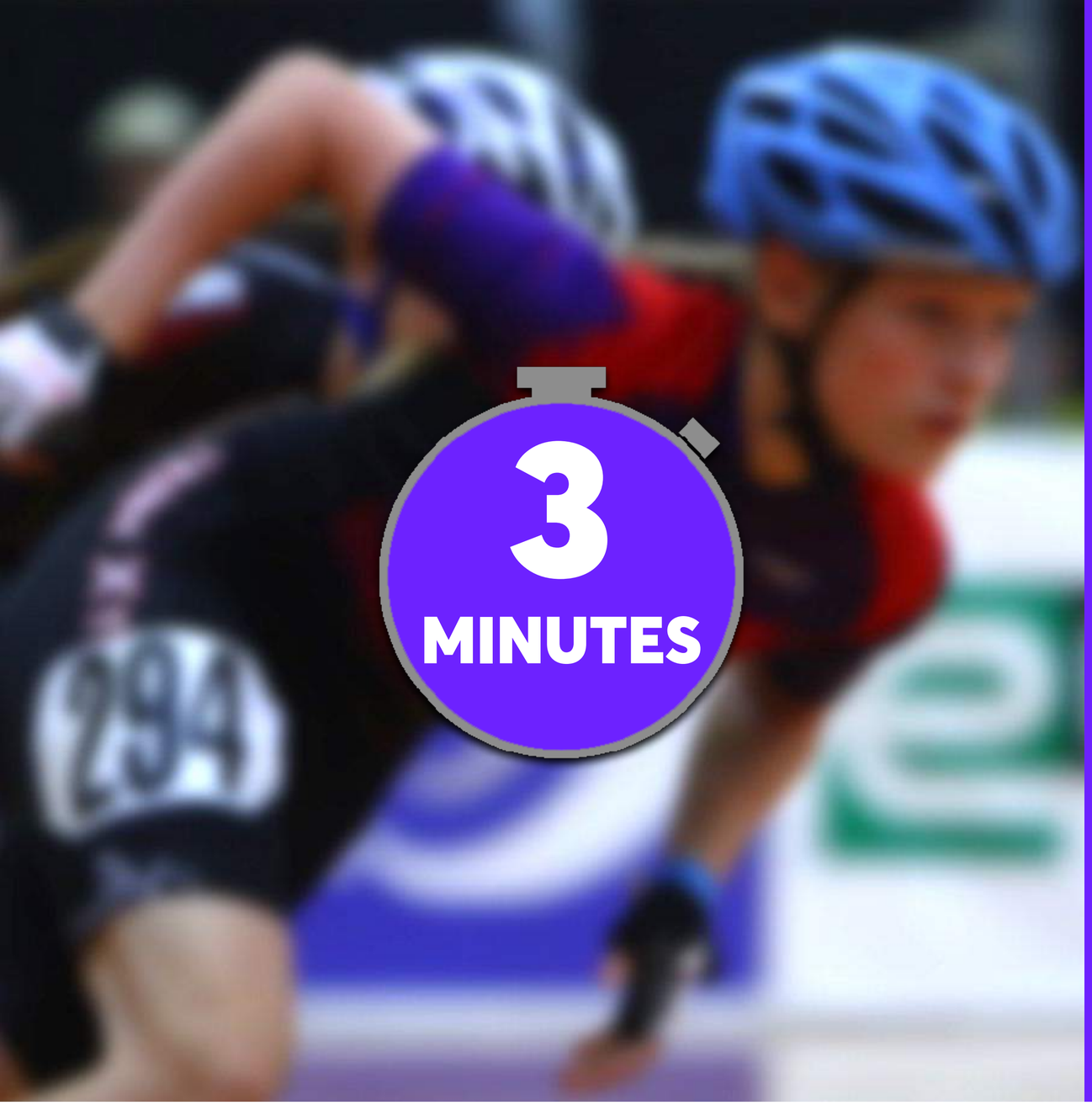

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25 seconds, 4 sentences

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?


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


Here to help you pitch
THE NEW STRATEGY

Two steps to

PITCHING THE NEW STRATEGY



1. Make Messages Short, Clear, Persuasive



2. Clarify the Value of the Strategy as a Basis for a Conversation

We're going to create and test

A 2-MINUTE PITCH

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**)



ACTION STEP

Choose
1 aspect of the new strategy
that is relevant to this pitch

What will make the **difference for them?**

What will add actual **value?**



ACTION STEP

5

Choose
1 aspect of the new strategy
that is relevant to this pitch

What will make the **difference for them?**

What will add actual **value?**


TOOLS

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



A **NEW WAY** to create **A NEW PITCH!**



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they already **know?**



BEFORE CREATING ANY PITCH

Write down who the **audience** is for your pitch

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

What do they **already** know?

What might be their biggest **objection?**

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Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/heretech25



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?"



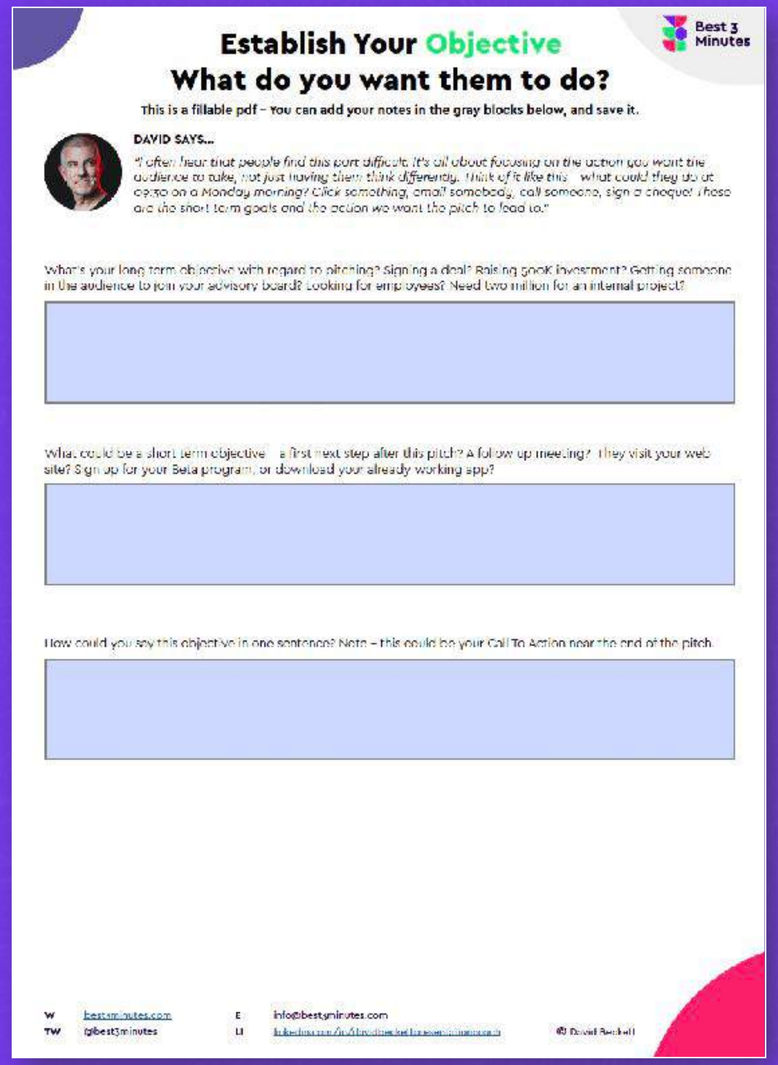
WHAT'S YOUR OBJECTIVE?

Plan a **follow up** meeting?

Give an **introduction?**

Agree to a **pilot?**

Sign a **deal!**



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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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Write down your Objective

Fillable pdf download available

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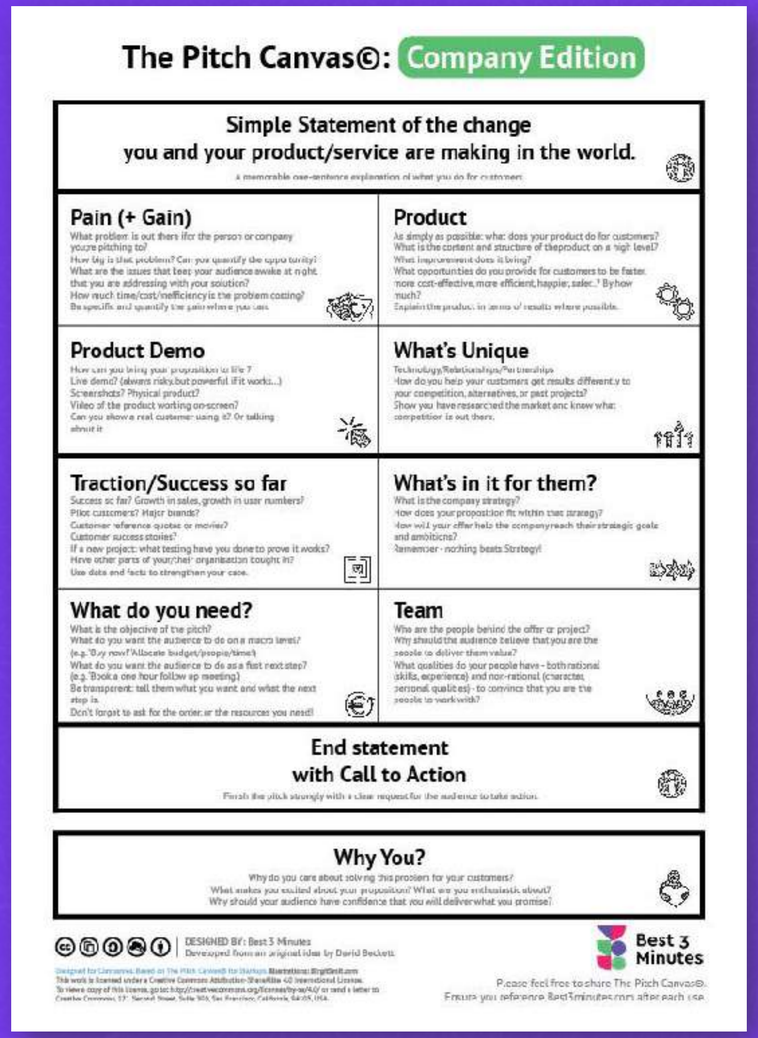
QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Which topics should be in **YOUR WINNING PITCH?**



The Pitch Canvas©: Company Edition

Simple Statement of the change you and your product/service are making in the world.

A memorable one-sentence explanation of what you do for customer.

Pain (+ Gain)

What problem is out there (for the person or company you're pitching to)
How big is that problem? Can you quantify the opportunity?
What are the issues that keep your audience awake at night that you are addressing with your solution?
How much time/cost/inefficiency is the problem costing?
Be specific and quantify the gain where you can.

Product

As simply as possible: what does your product do for customers?
What is the content and structure of theproduct on a 'high' level?
What improvement does it bring?
What opportunities do you provide for customers to be faster, 'more cost-effective, more efficient, happier, sales...' By how much?
Explain the product in terms of results where possible.

Product Demo

How can you bring your proposition to life?
Live demo? (always risky, but powerful if it works...)
Screenshots? Physical product?
Video of the product working on-screen?
Can you show a real customer using it? Or talking about it

What's Unique

Technology/Relationships/Partnerships
-How do you help your customers get results differently to your competition, alternatives, or past projects?
Show you have researched the market and knew what competition is out there.

Traction/Success so far

Success so far? Growth in sales, growth in user numbers?
Pilot customers? Major brands?
Customer reference quotes or movies?
Customer success stories?
If a new project: what testing have you done to prove it works?
Have other parts of your/their organisation bought in?
Use data and 'facts to strengthen your case.

What's in it for them?

What is the company strategy?
-How does your proposition fit within that strategy?
-How will your offer help the companyreach their strategic goals and ambitions?
Remember - nothing beats Strategy!

What do you need?

What is the objective of the pitch?
What do you want the audience to do on a macro level?
(e.g. 'Buy now!') Allocate budget/people/time')
What do you want the audience to do as a first next step?
(e.g. 'Book a one hour follow up meeting')
Be transparent: tell them what you want and what the next step is.
Don't forget to ask for the order, or the resources you need!

Team

Who are the people behind the offer or project?
Why should the audience believe that you are the people to deliver them value?
What qualities do your people have - both rational (skills, experience) and non-rational (character, personal qualities) - to convince that you are the people to work with?

End statement with Call to Action

Finish the pitch strongly with a clear request for the audience to take action.

Why You?

Why do you care about solving this problem for your customers?
What makes you excited about your proposition? What are you enthusiastic about?
Why should your audience have confidence that you will deliver what you promise?

DESIGNED BY: Best 3 Minutes
Developed from an original idea by David Beckett

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THE PITCH CANVAS©

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THE PAIN



THE STRATEGY



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM





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 Amsterdam, Berlin & Tokyo, over **300 Million** drivers take more than **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!

Be specific

PUT A NUMBER ON IT

"It wastes a lot of time"

"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

"It creates unnecessary CO2"

"There is too much energy inefficiency "

"It creates **X Thousand** Tonnes CO2"

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



STRATEGY

One area of the **strategy** that **focuses** on that **Pain**

How is **HERE's strategic** change addressing **their problems?**



STRATEGY

Focus on **One Aspect** only

Keep it **simple**

What is it?
What **value** does it bring
to address the **Pain?**



PRODUCT

Based on the **strategy**:
How do you **solve** the problem?

How it works: **simple**
Technology: **minimal**

Result for User: focus

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



UNIQUE

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

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

(Any competitors to mention?)



WHAT'S IN IT FOR THEM?

How does it help them **solve immediate problems?**

Or get closer to their **strategic** ambitions?

Any **proof** you can deliver on the **promise?**



ACTION STEP

Brainstorm: about the **five topics**

Pain

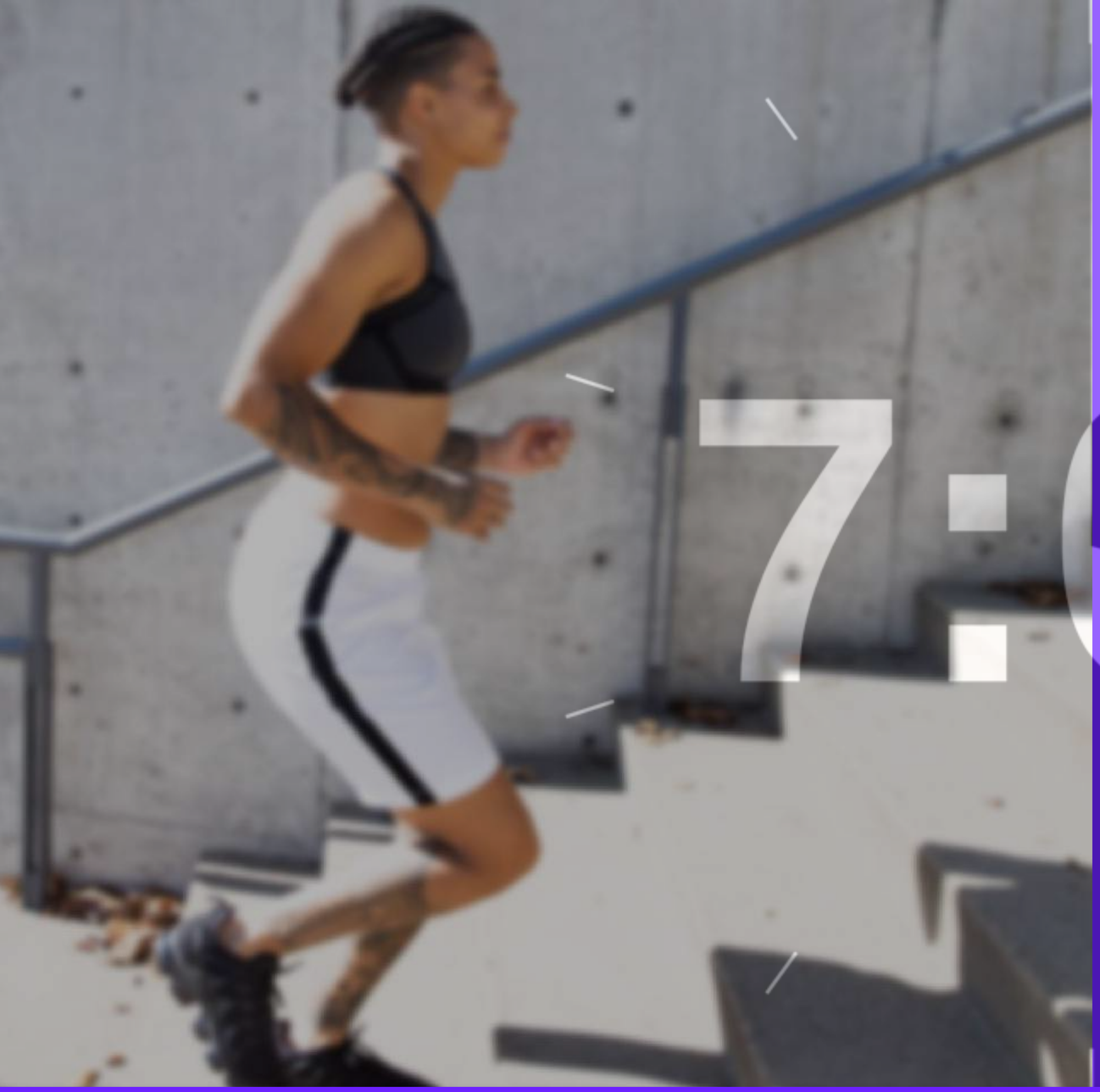
Strategy

Product

Unique

What's in it for them?

Don't think too much:
just write the 2-3
most important points per topic



ACTION STEP

Brainstorm: about the **five topics**

Pain

Strategy

Product

Unique

What's in it for them?

Don't think too much:
just write the 2-3
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7:05

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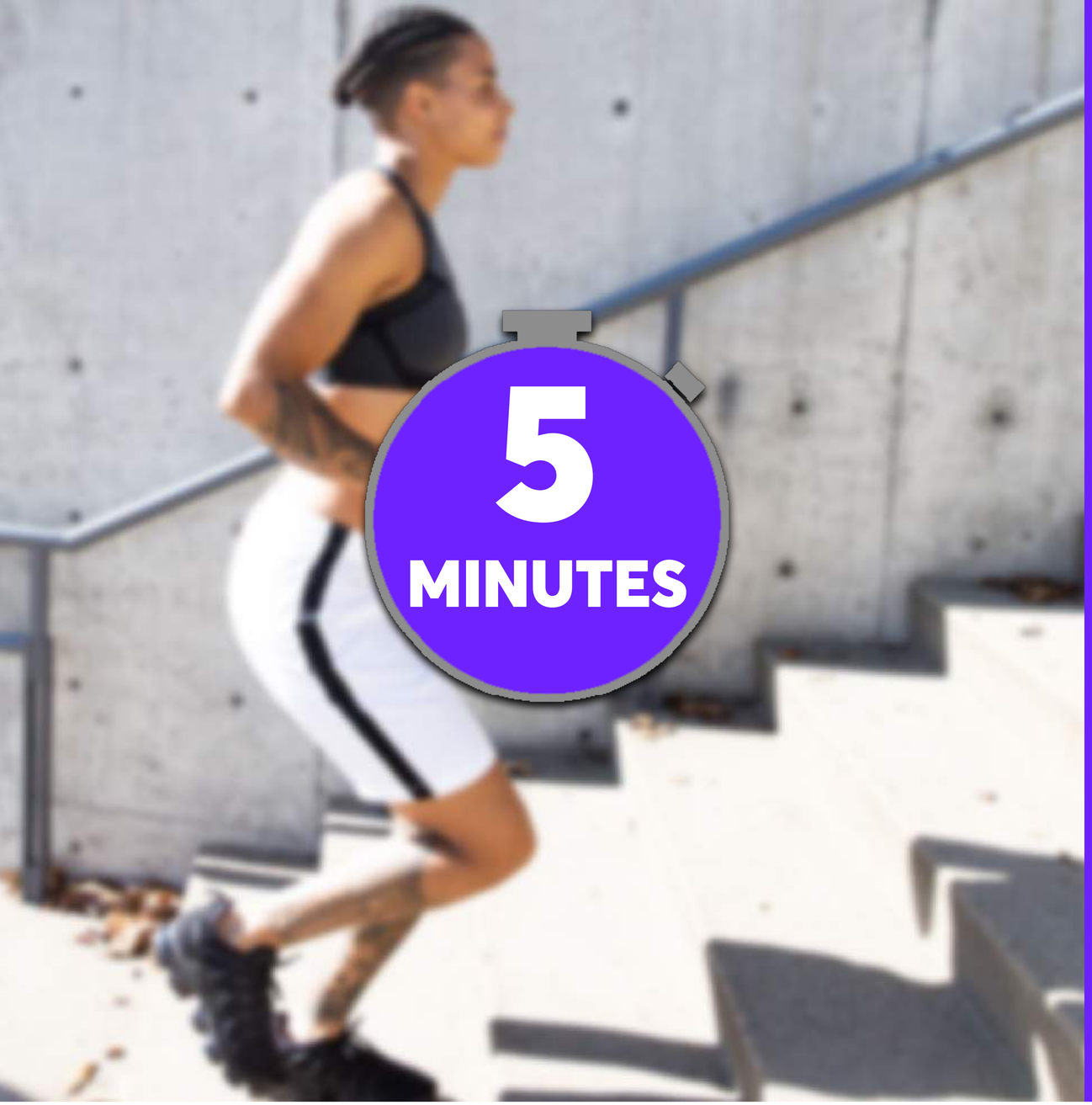
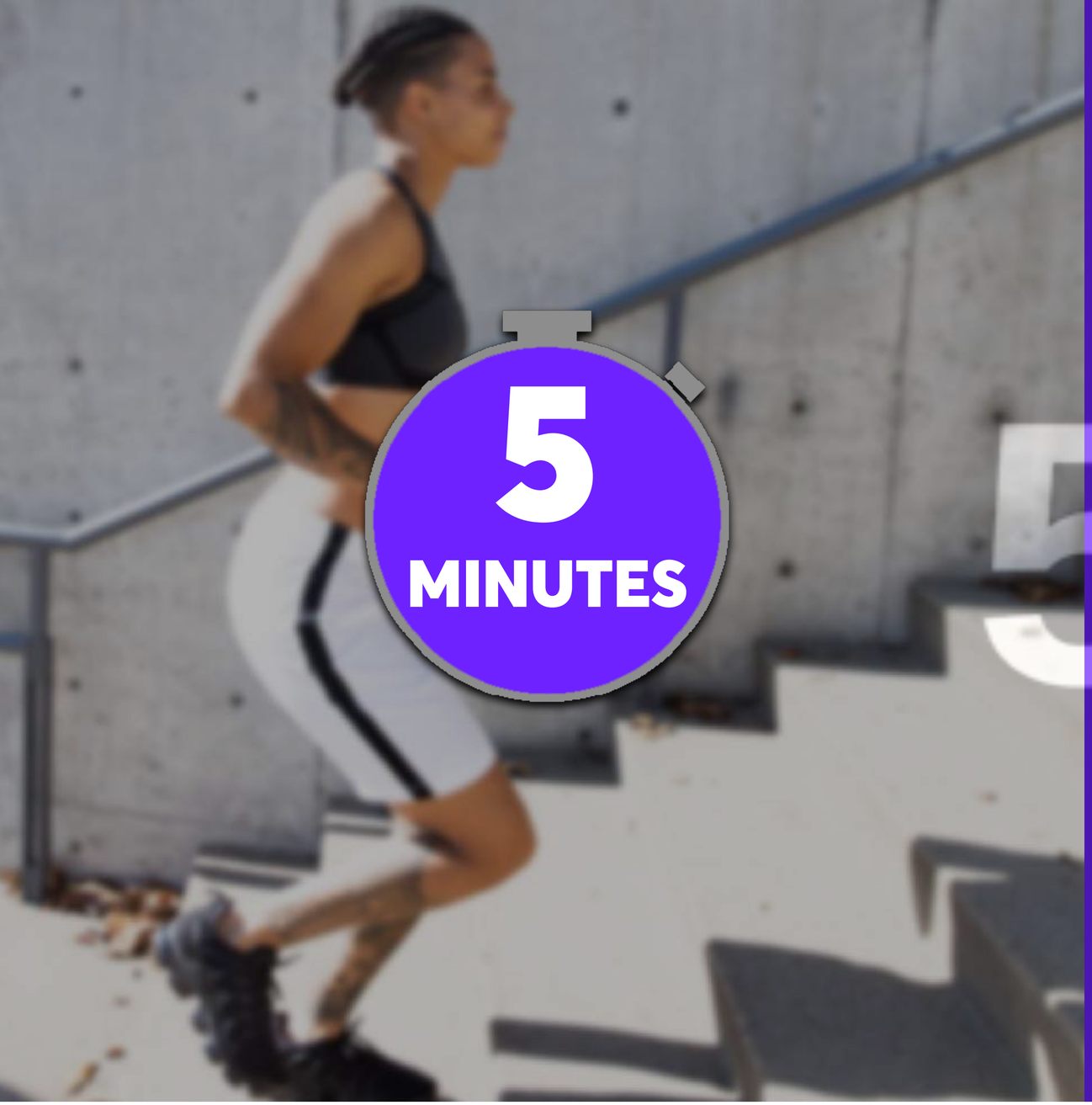


ACTION STEP

Prepare a **90-120 seconds (max!)**
pitch explanation
of the 5 topics

Pain, Strategy, Product,
What's Unique, What's in it for them,

90-120 Seconds = 13-18 sentences



ACTION STEP

Prepare a **90-120 seconds (max!)**
pitch explanation
of the 5 topics

Pain, Strategy, Product,
What's Unique, What's in it for them,

90-120 Seconds = 13-18 sentences



ACTION STEP

TEST a **90-120 seconds (max!)**

pitch explanation
of the 5 topics

Pain, Strategy, Product,
What's Unique, What's in it for them,

90-120 Seconds = 13-18 sentences

In pairs: In Breakout Rooms

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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


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?


We are surrounded by
THREES

READY, STEADY, GO!



LIGHTS, CAMERA, ACTION!



BEGINNING, MIDDLE, END



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.



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!


QUESTIONS?
Stay on the line if you have
MORE QUESTIONS

Pitch tools and
RESOURCES







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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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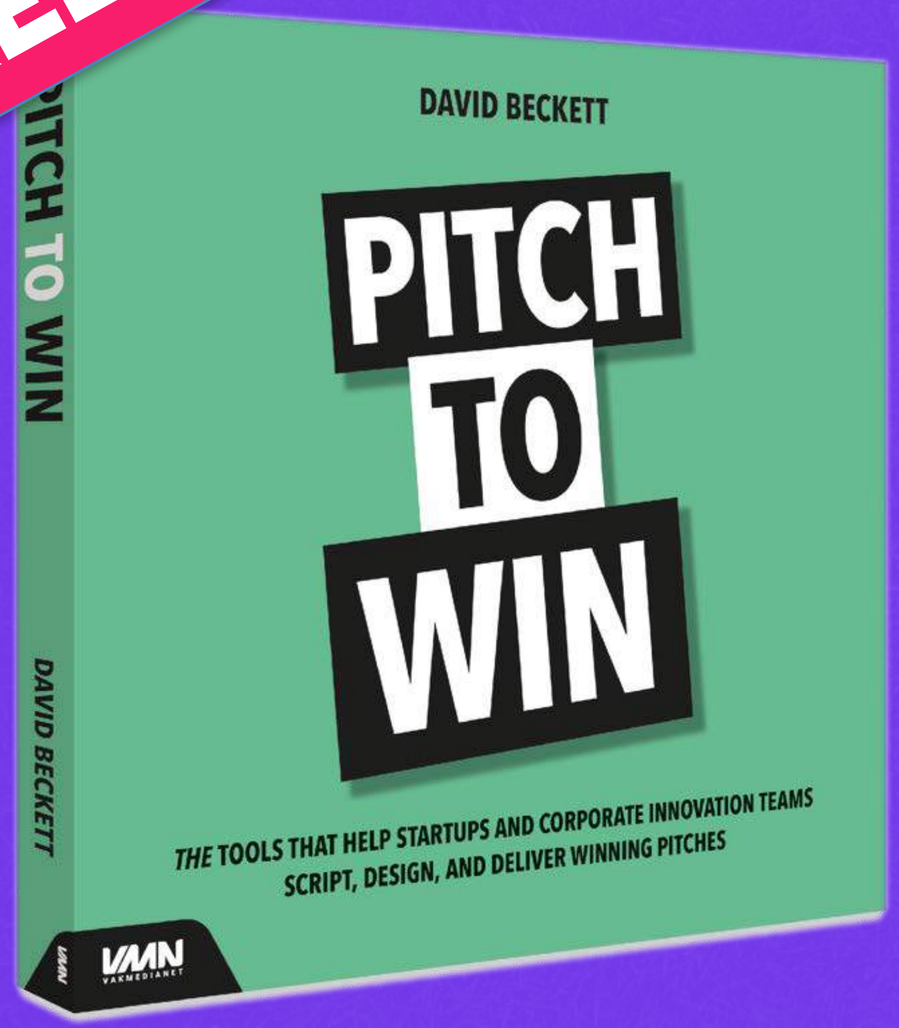

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