

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2800+ Startups & Scaleups

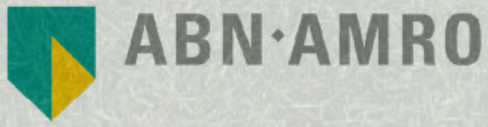
RAISED OVER €490MILLION



32 Countries

TRAINED 38,000+ PEOPLE

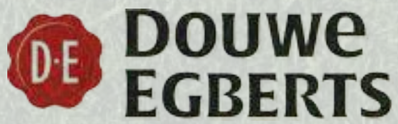
























Numerous organisations in **THE MICE INDUSTRY**

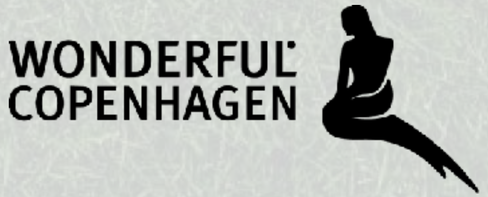


















Numerous organisations in **THE MICE INDUSTRY**



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 someone
you don't know so well

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

No Other Instructions

LET'S DO IT!



5

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

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...?**

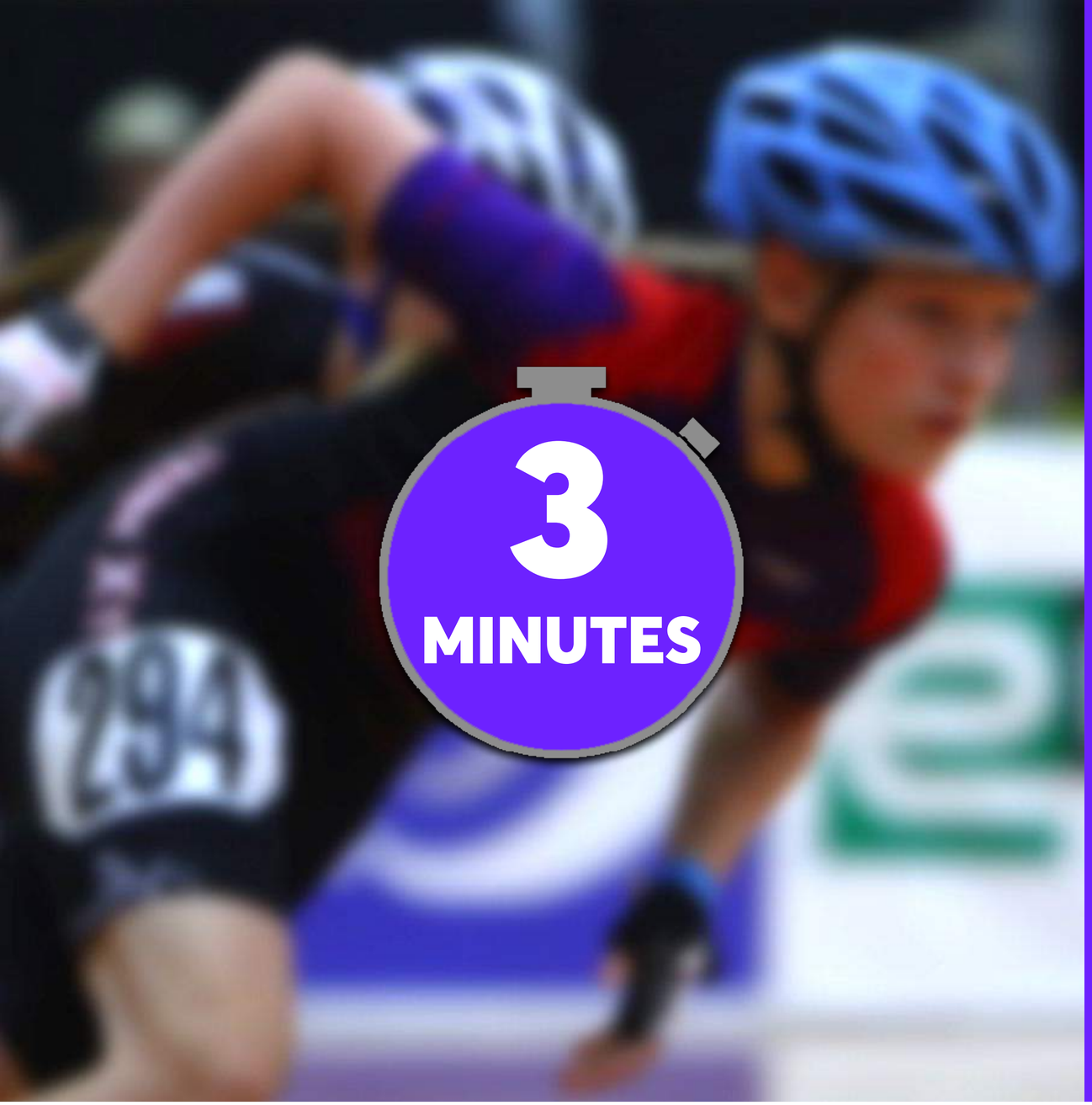
The basis of
ANY GREAT PITCH



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/offer?

What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **you love** about what you offer?



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do/offer?

What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **you love** about what you offer?



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:

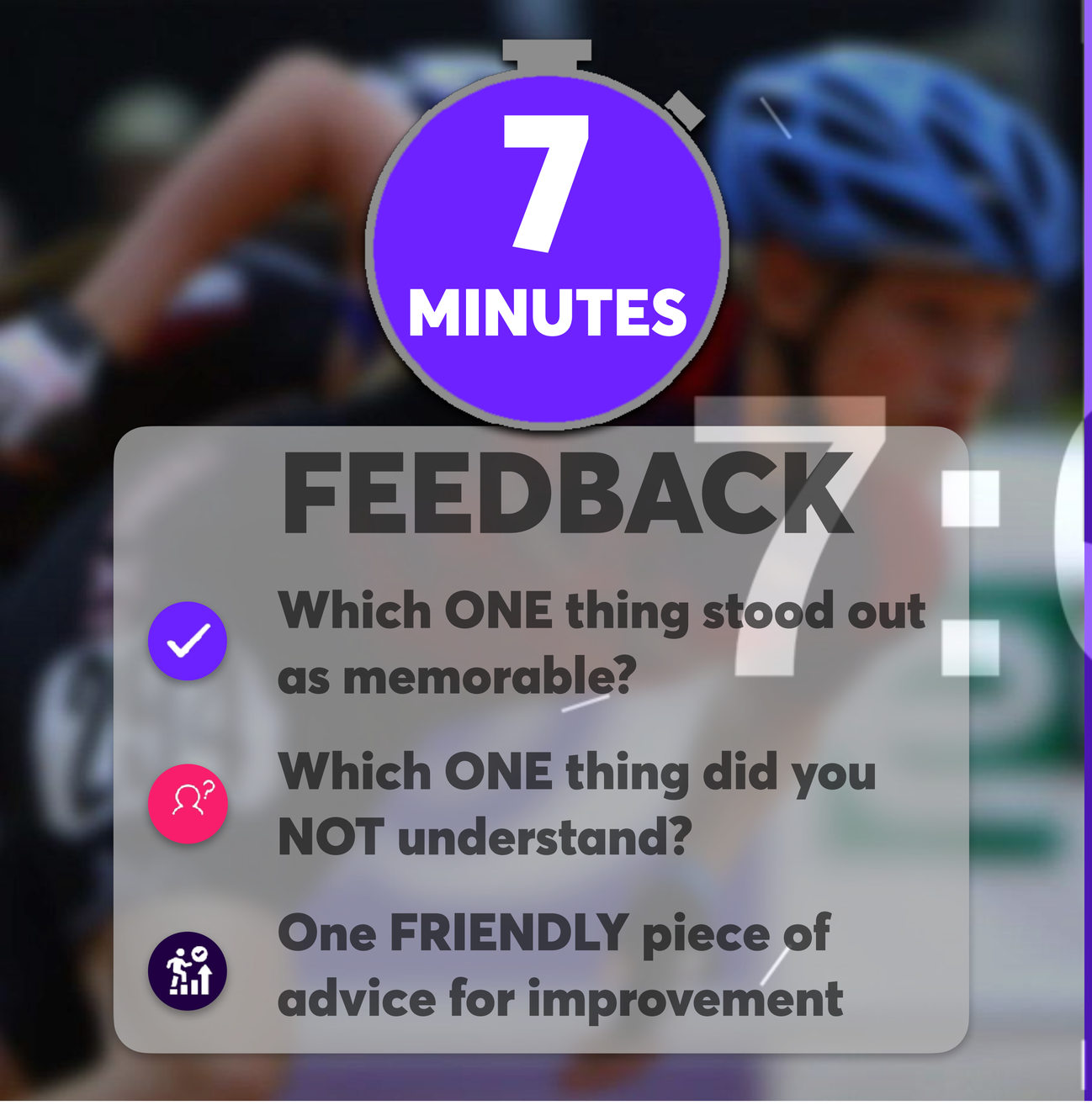
25 seconds, 4 sentences

What do **you** do/offer?

What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **you love** about what you offer?



ACTION STEP

TEST your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do/offer?

What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **you love** about what you offer?


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


TOOLS


Prepare you for
ANY TIME-PRESSURED PITCH

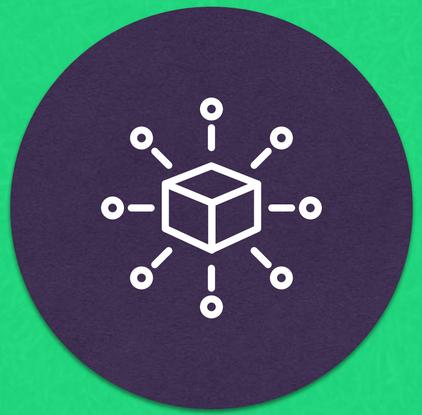
What goes wrong in the first

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 pitcher/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



Your Unique PRODUCT



PROOF: Customer Stories



PEOPLE: Who will help them Succeed

Tell them the things
THEY WANT TO KNOW







And tell them **QUICK!**

Your Unique PRODUCT

PROOF/ Customer stories

Who are the PEOPLE that will help them succeed


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

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**)


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

---

What is their biggest **challenge**?

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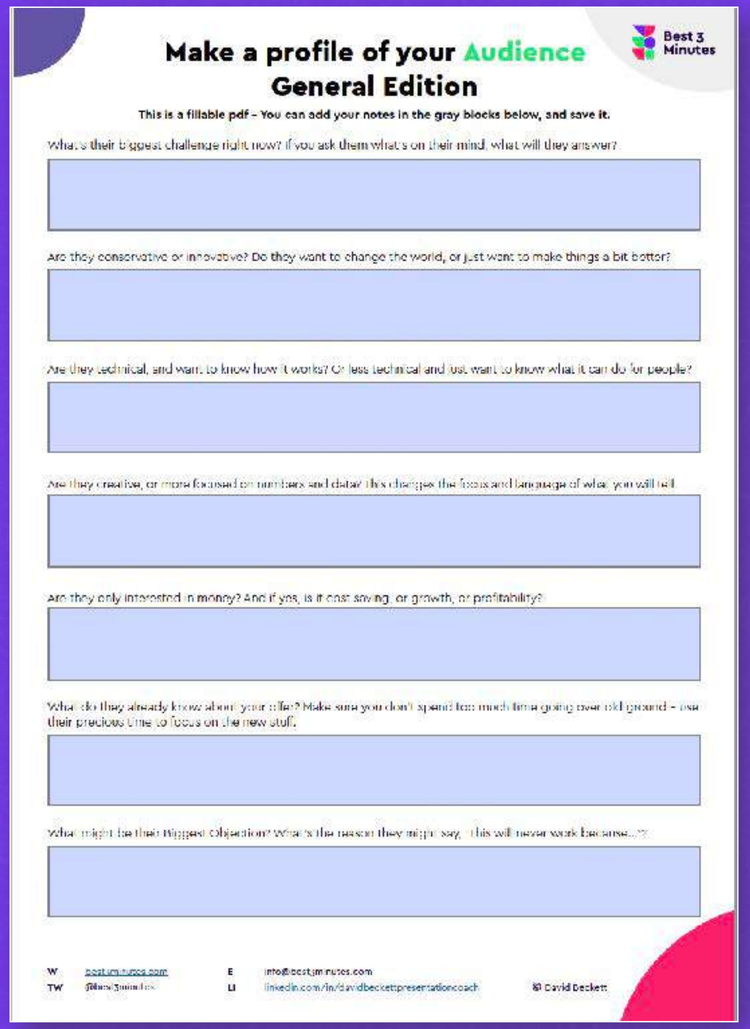

Make a profile of your Audience
General Edition

Best 3 Minutes

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

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?

What do they already know about your offer? Make sure you don't spend too much time going over old ground – use their precious time to focus on the new stuff.

What might be their biggest objection? What's the reason they might say, "this will never work because..."?

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Make a profile of your audience

Fillable pdf download available

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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**

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

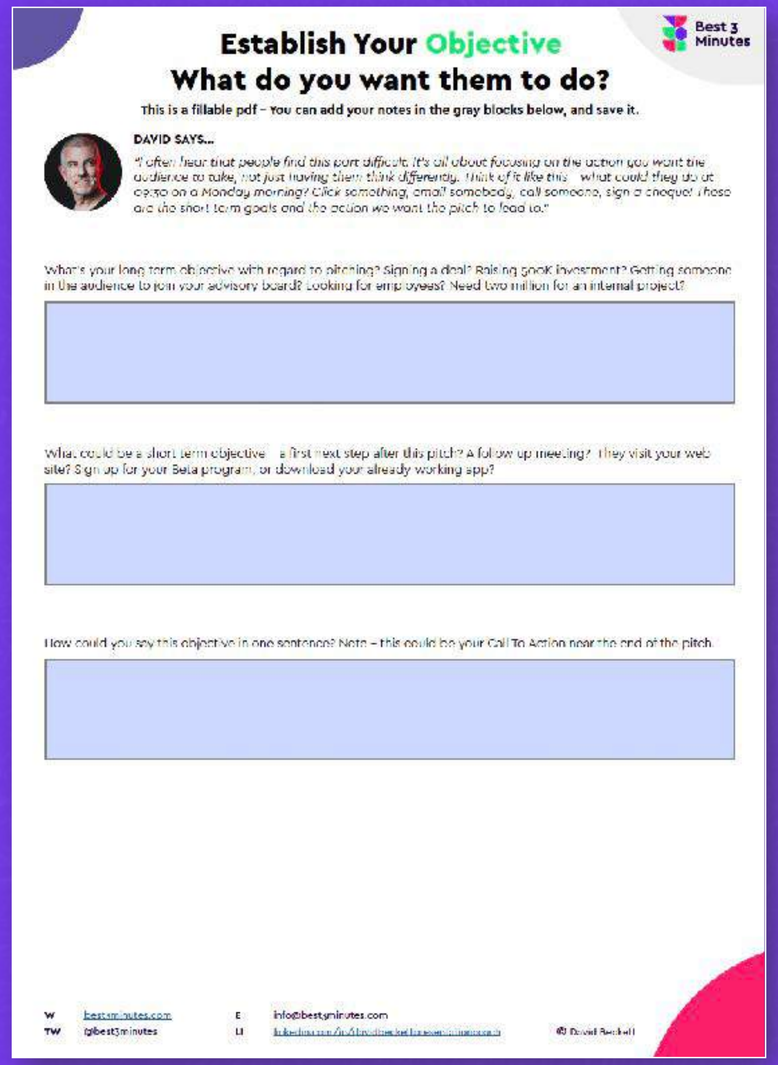
Focus on **Action** - not just thinking differently



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



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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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

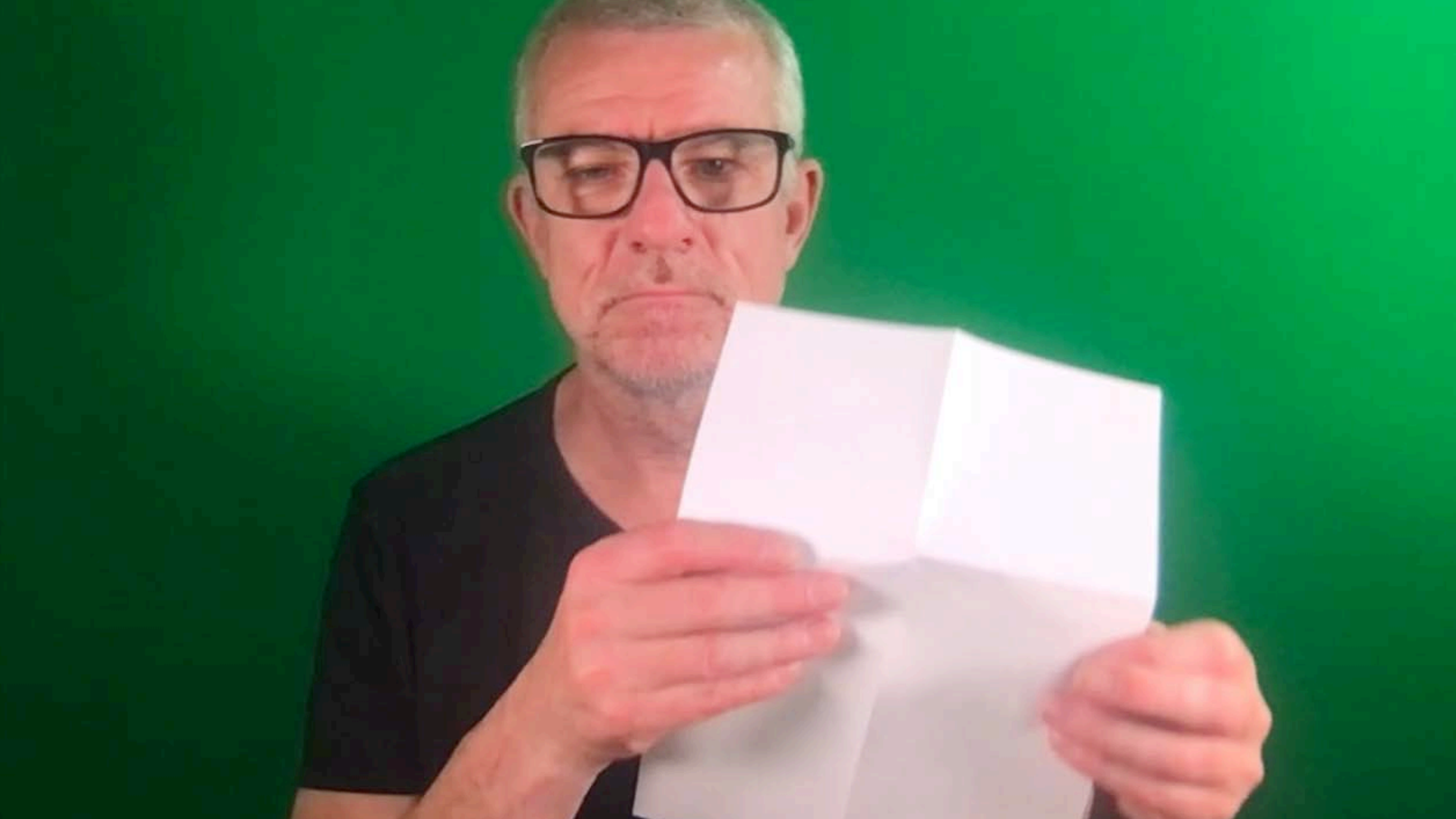



STOP!


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?

Let's focus on

KEY TOPICS

THE PRODUCT



WHAT'S UNIQUE



THE PROOF



THE VISUALS



THE TEAM



WHY YOU?



THE ASK





PRODUCT

What is the **offer** in 3-5 sentences maximum?

What's the **value** you can deliver?



PRODUCT

Focus on
2-3 big parts of
you offer



UNIQUE

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

Location, **partnerships**, people, **complete** solution?

(Any competitors to mention?)



UNIQUE

The phrase to **avoid**:

“We Do Everything”

Customers like **specific** things, not general



UNIQUE

"We do many things,
but the **one thing**
customers love best…"

Don't be afraid to sell
other company's services
as part of **your benefit**



PROOF

Who's already **buying**?

Recognisable brands?

Numbers of users/ customers? **Growth?**



PROOF

Customer Stories are Powerful!

What do customers **love** about your offer?

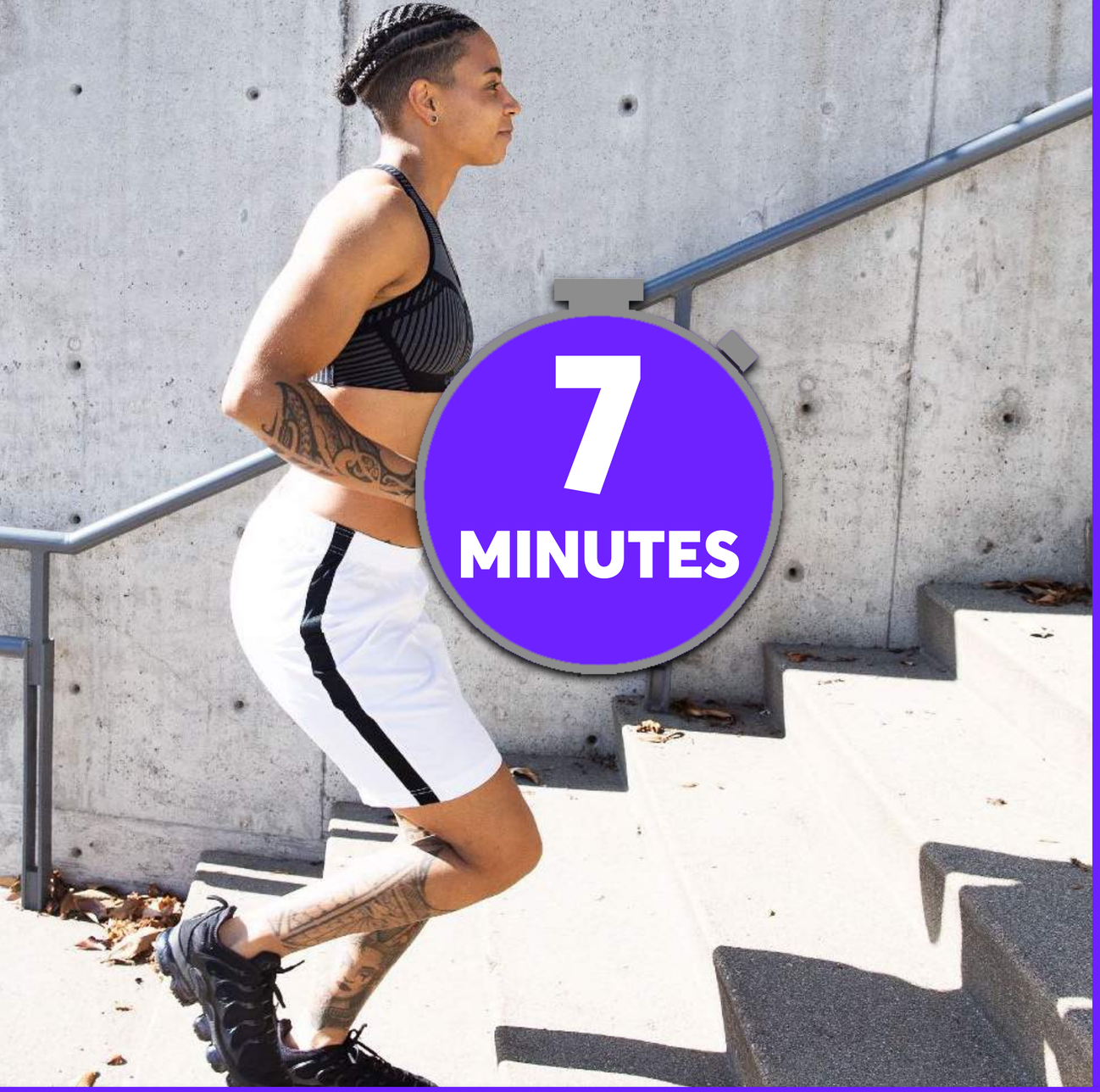
Why do they **come back?**



PROOF

The **Voice** of the **Customer** is very **Powerful**

Don't be too **humble!**



ACTION STEP

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

Product
What's Unique
Proof

Especially focus on: is there a **simple customer story** that works?

Don't think too much:
just write

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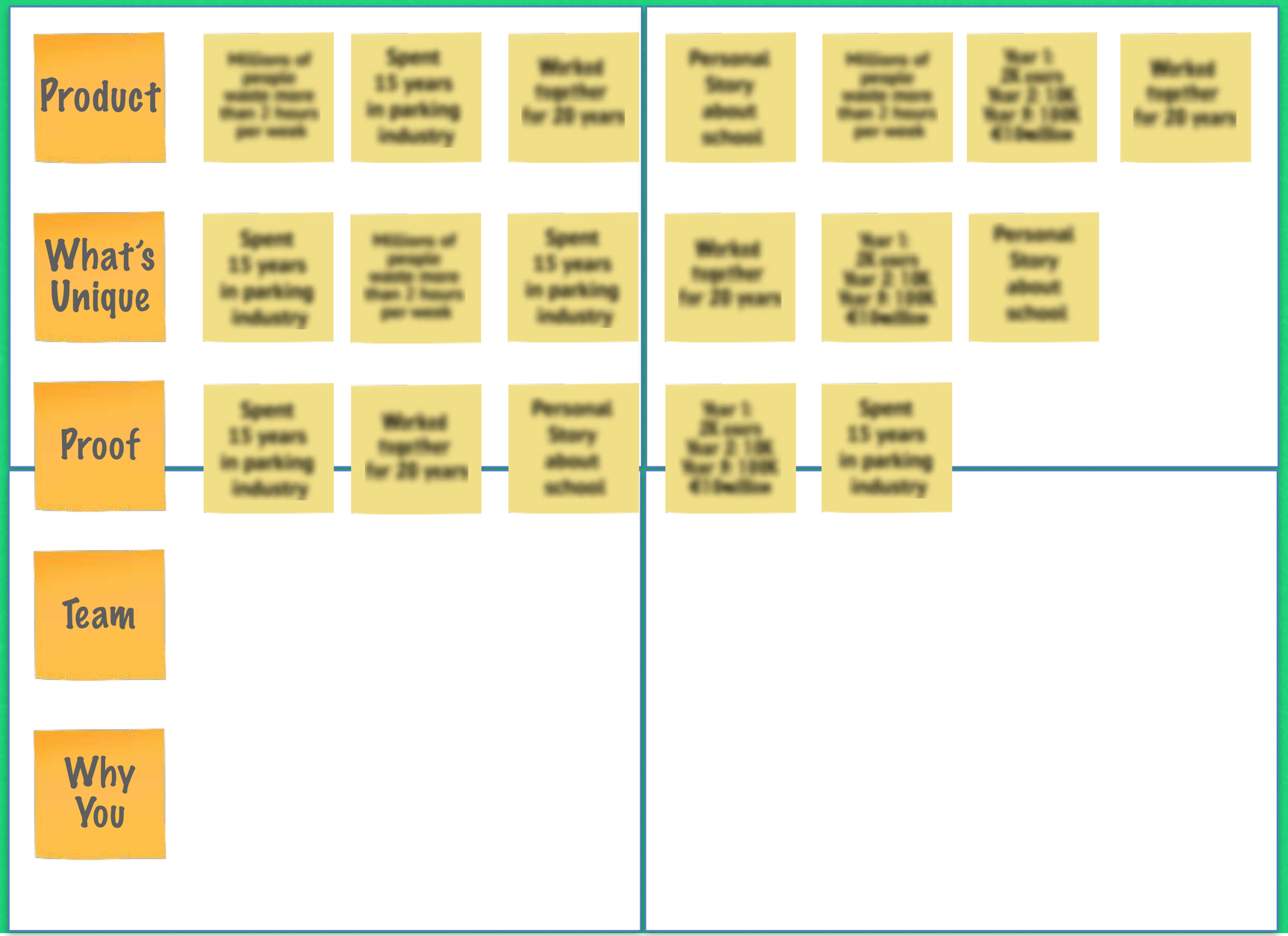
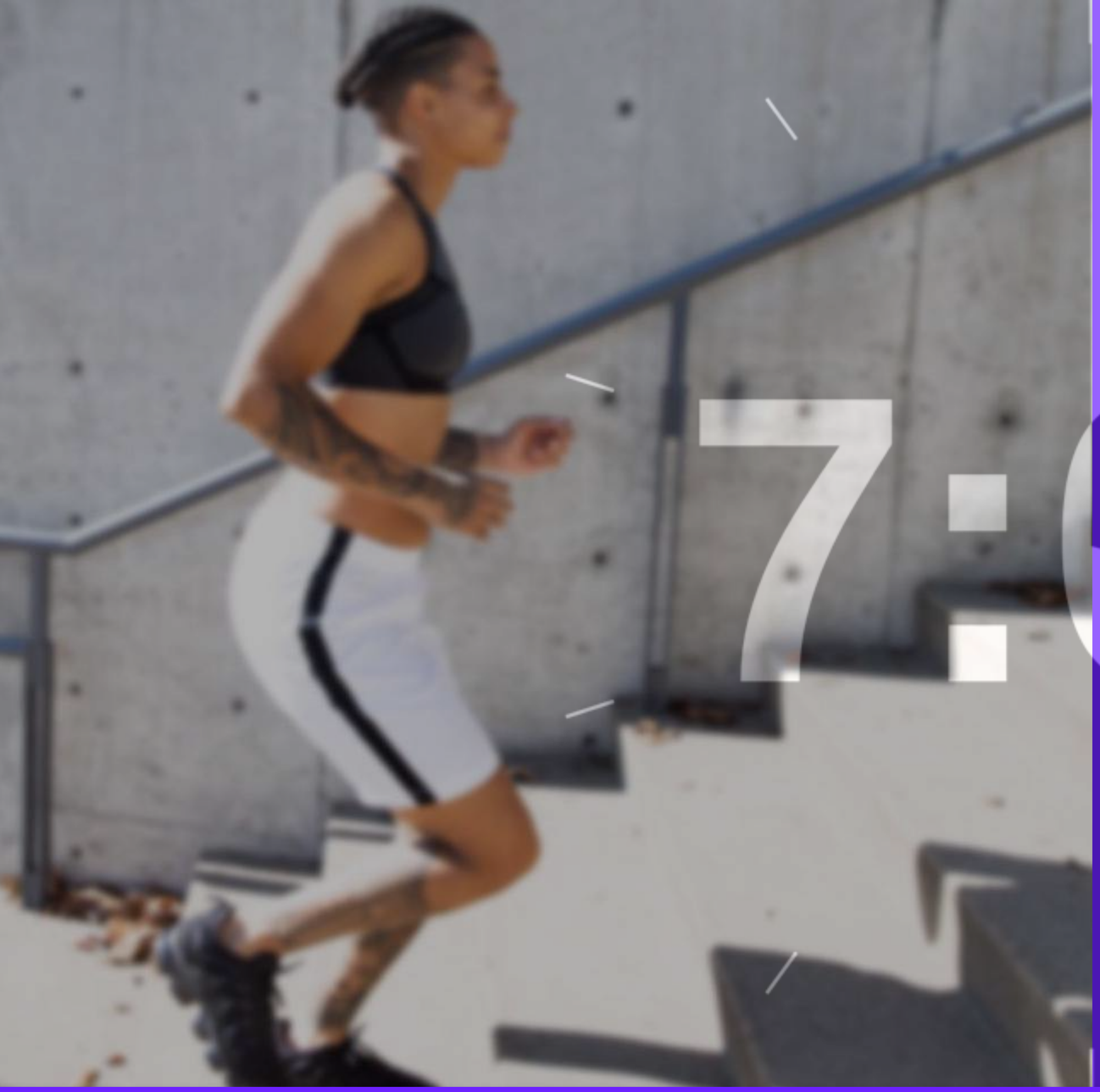

Product
What's Unique
Proof
Team
Why You



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Product
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Don't think too much:
just write

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TEAM

Who is behind the offer?

Complimentary **Skills**?
Years of Experience?

Character?

Who will make **them** successful?

ONE LAST THING...





WHY YOU?

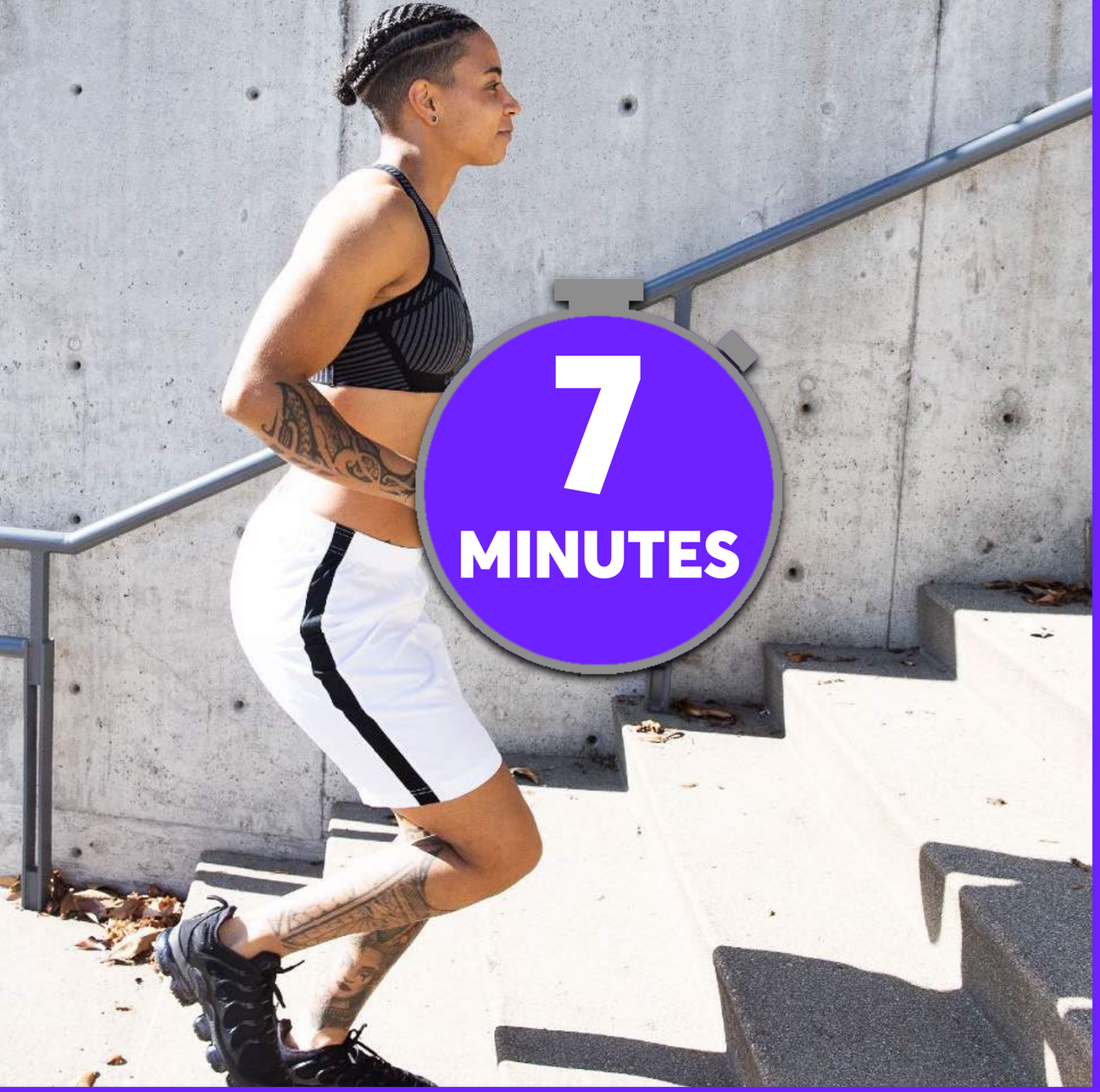
What's your **personal motivation** to offer this proposition?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!



ACTION STEP

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

Team

Why You

Don't think too much:

just write

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Product
Millions of people waste more than 2 hours per week
Spent 15 years in parking industry
Worked together for 20 years
Personal Story about school
Millions of people waste more than 2 hours per week
Star 1: 2K users Star 2: 10K Star 3: 100K €10million
Worked together for 20 years
What's Unique
Spent 15 years in parking industry
Millions of people waste more than 2 hours per week
Spent 15 years in parking industry
Worked together for 20 years
Star 1: 2K users Star 2: 10K Star 3: 100K €10million
Personal Story about school
Proof
Spent 15 years in parking industry
Worked together for 20 years
Personal Story about school
Star 1: 2K users Star 2: 10K Star 3: 100K €10million
Spent 15 years in parking industry
Team
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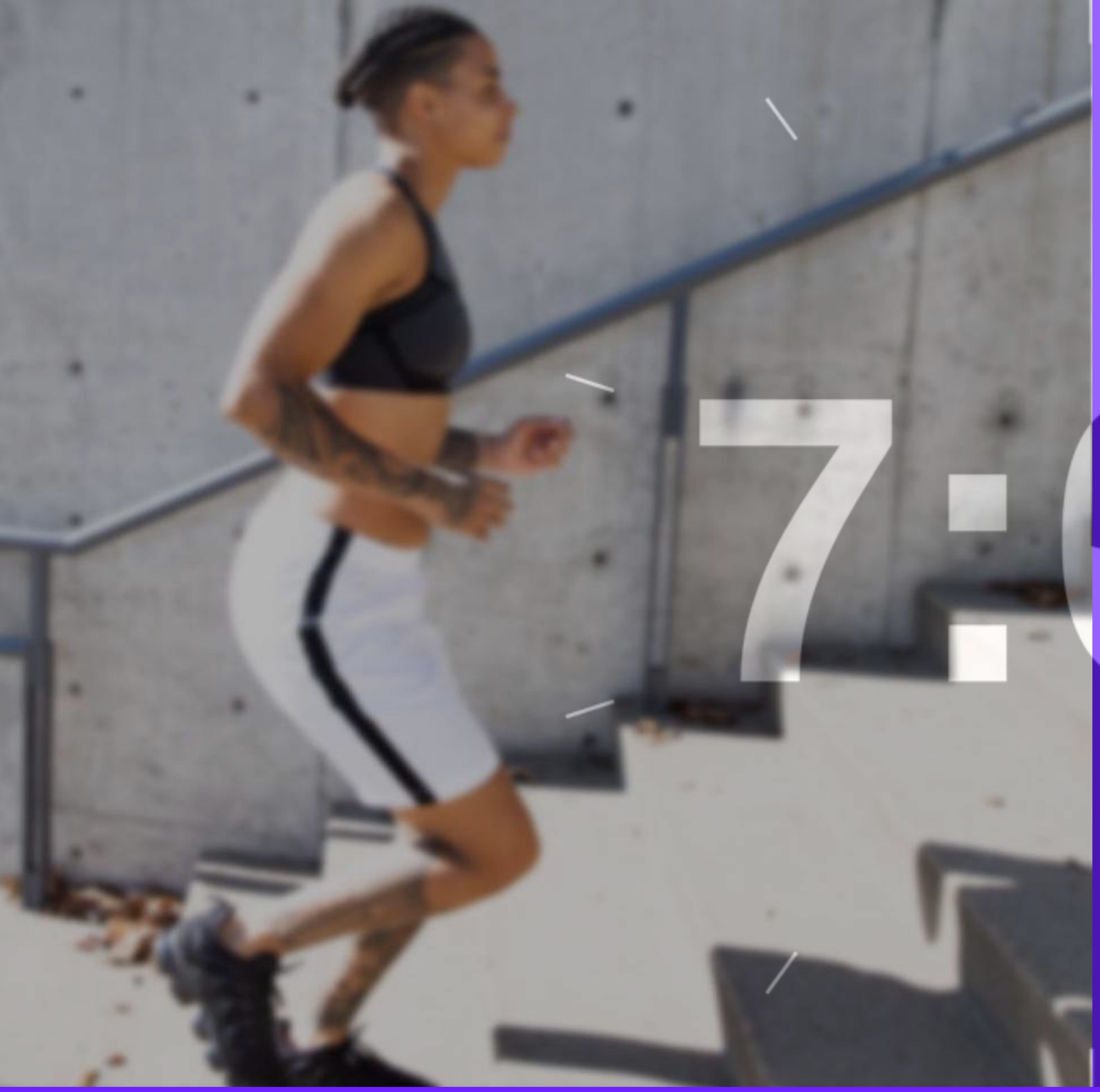
Why You
Spent 15 years in parking industry
Personal Story about school
Millions of people waste more than 2 hours per week



ACTION STEP

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

Team

Why You

Don't think too much:

just write

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Let's put the thinking
INTO ACTION!



ACTION STEP

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

Product
What's Unique
Proof
Team
Why You?

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

120 seconds = 18 sentences


Product
What's Unique
Proof
Team
Why You


Product
What's Unique
Proof
Team
Why You
Millions of people waste more than 2 hours per week
Worked together for 20 years
Spent 15 years in parking industry
Personal Story about school
Star 1: 2K users Star 2: 10K Star 3: 100K 4: Decline


Product
Millions of people waste more than 2 hours per week
Worked together for 20 years
Millions of people waste more than 2 hours per week
Year 1 2K users Year 2 10K Year 3 100K 410million
Worked together for 20 years
Spent 15 years in parking industry
Personal Story about school
What's Unique
Spent 15 years in parking industry
Worked together for 20 years
Personal Story about school
Millions of people waste more than 2 hours per week
Spent 15 years in parking industry
Year 1 2K users Year 2 10K Year 3 100K 410million
Proof
Worked together for 20 years
Personal Story about school
Year 1 2K users Year 2 10K Year 3 100K 410million
Spent 15 years in parking industry
Spent 15 years in parking industry
Team
Worked together for 20 years
Personal Story about school
Spent 15 years in parking industry
Year 1 2K users Year 2 10K Year 3 100K 410million
Worked together for 20 years
Why You
Spent 15 years in parking industry
Personal Story about school
Millions of people waste more than 2 hours per week



ACTION STEP

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

Product
What's Unique
Proof
Team
Why You?

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

120 seconds = 18 sentences

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Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

Test your **2-minute** pitch:

Product
What's Unique
Proof
Team
Why You?

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

120 seconds = 18 sentences

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ACTION STEP

Test your **2-minute** pitch:

Product
What's Unique
Proof
Team
Why You?

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

120 seconds = 18 sentences

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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?


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



The Open-3-Close© Pitch Model

Who is your
AUDIENCE

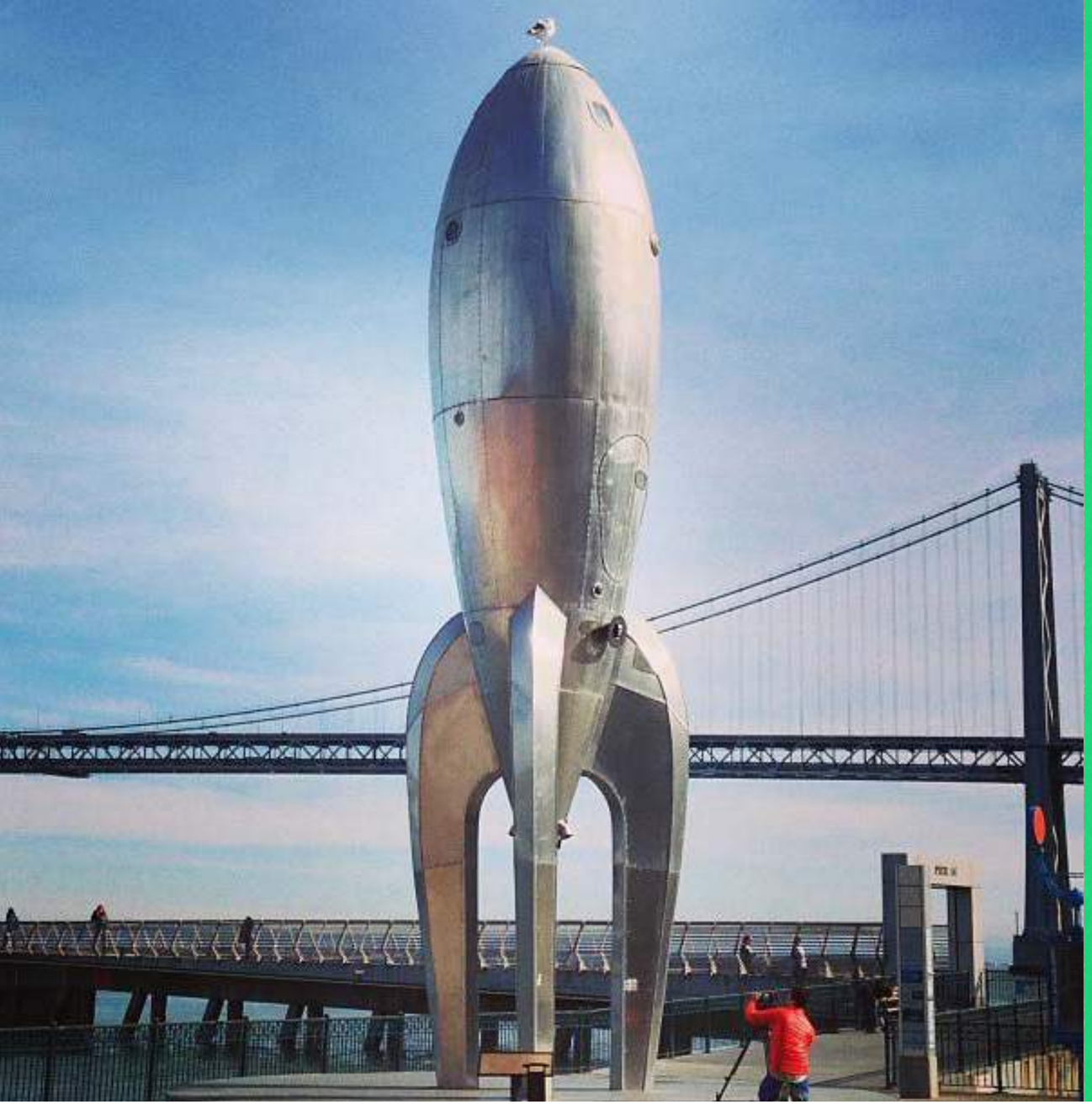
Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening




Make the first word count
OPEN POWERFULLY



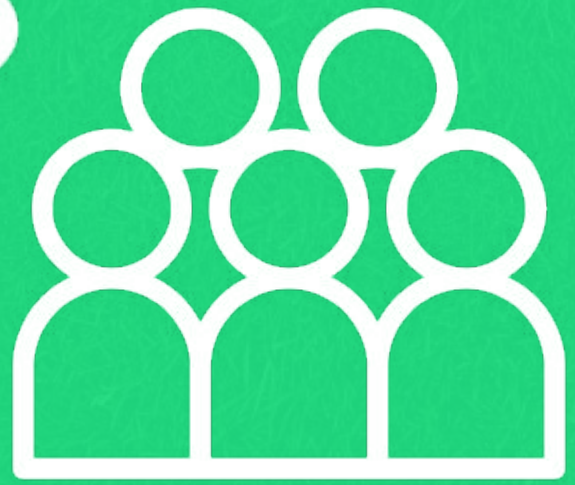
The first 20 seconds buys

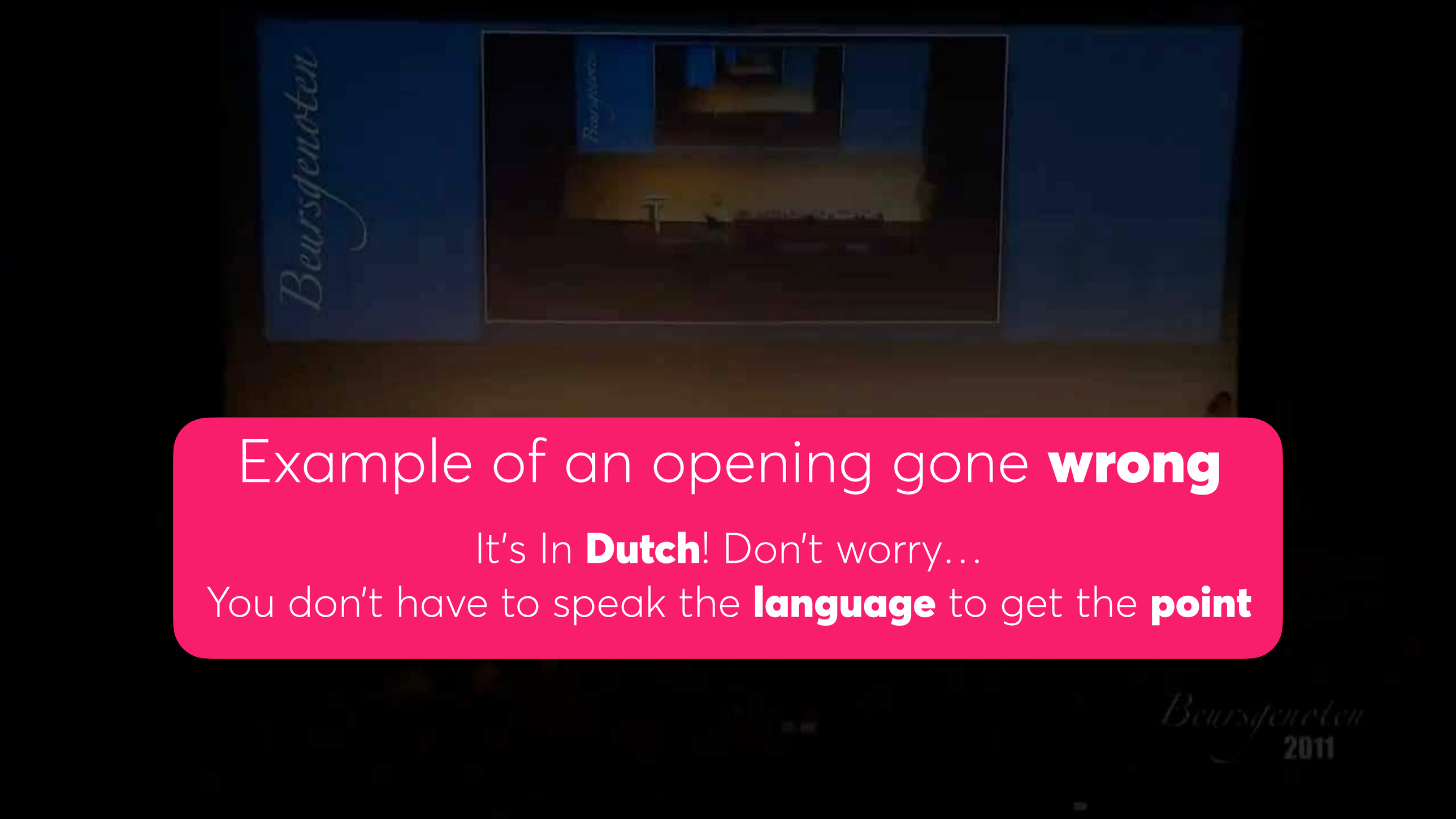
ATTENTION

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

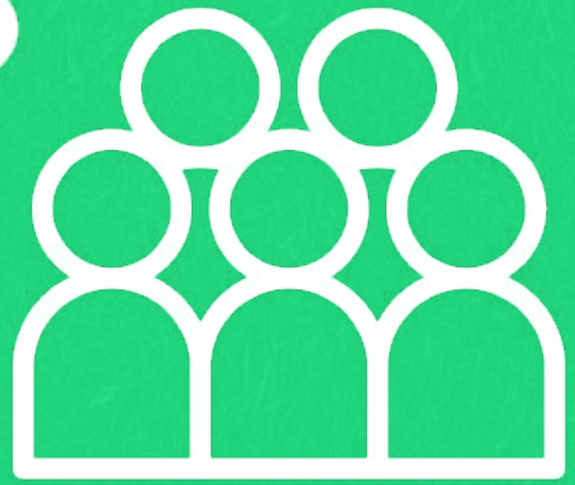
SADDL



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

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

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

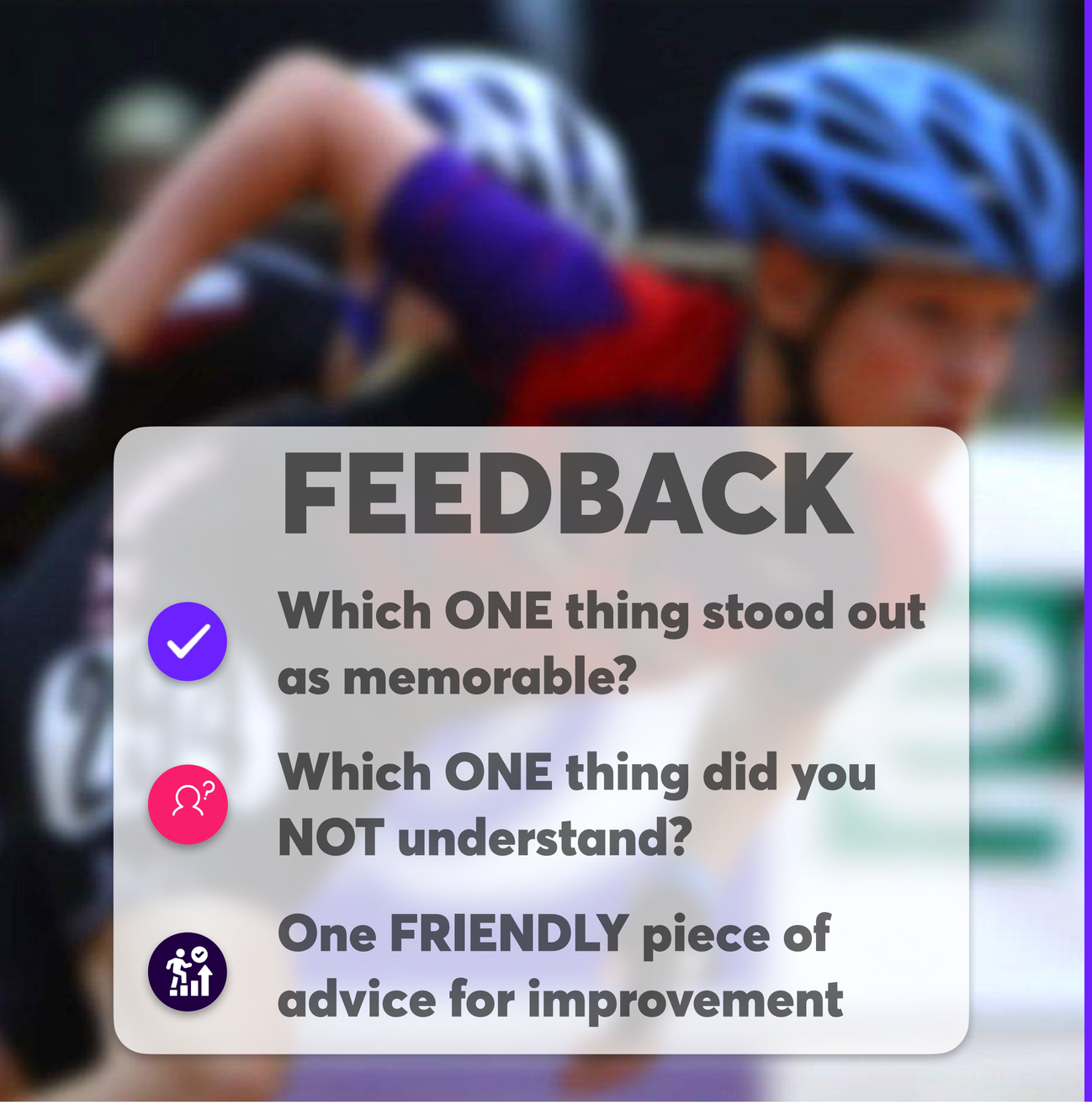




ACTION STEP

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

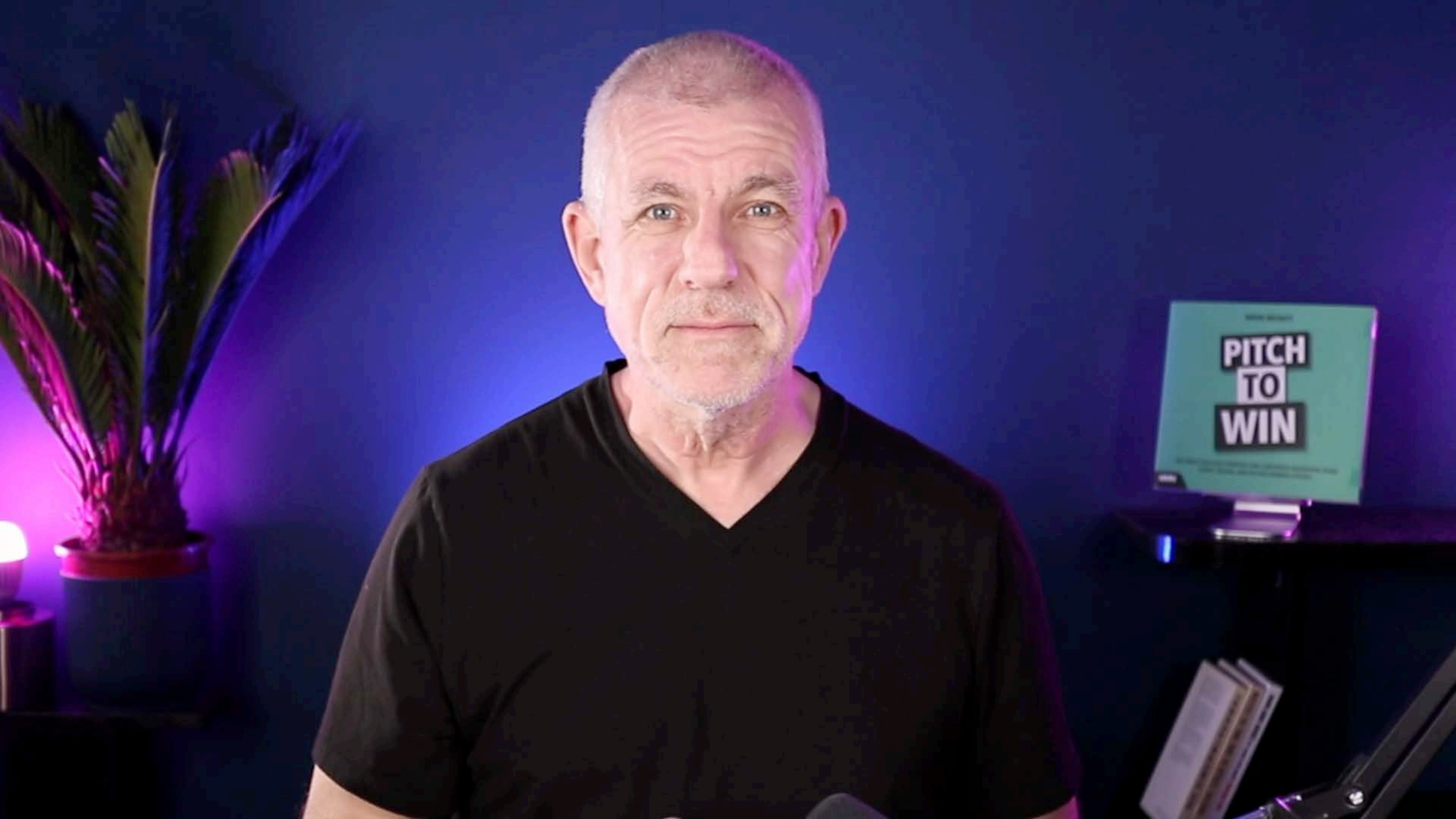
What happens if I say…

“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 sentence per item.



ACTION STEP

Imagine:
They will only remember
3 things of the **whole** story.

5

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.

First Time

NO Hand Gestures

Second Time

Call out the numbers





ACTION STEP

Tell the 3 big things in **3 sentences** to someone else;

"There are three things I want to tell you;

First…

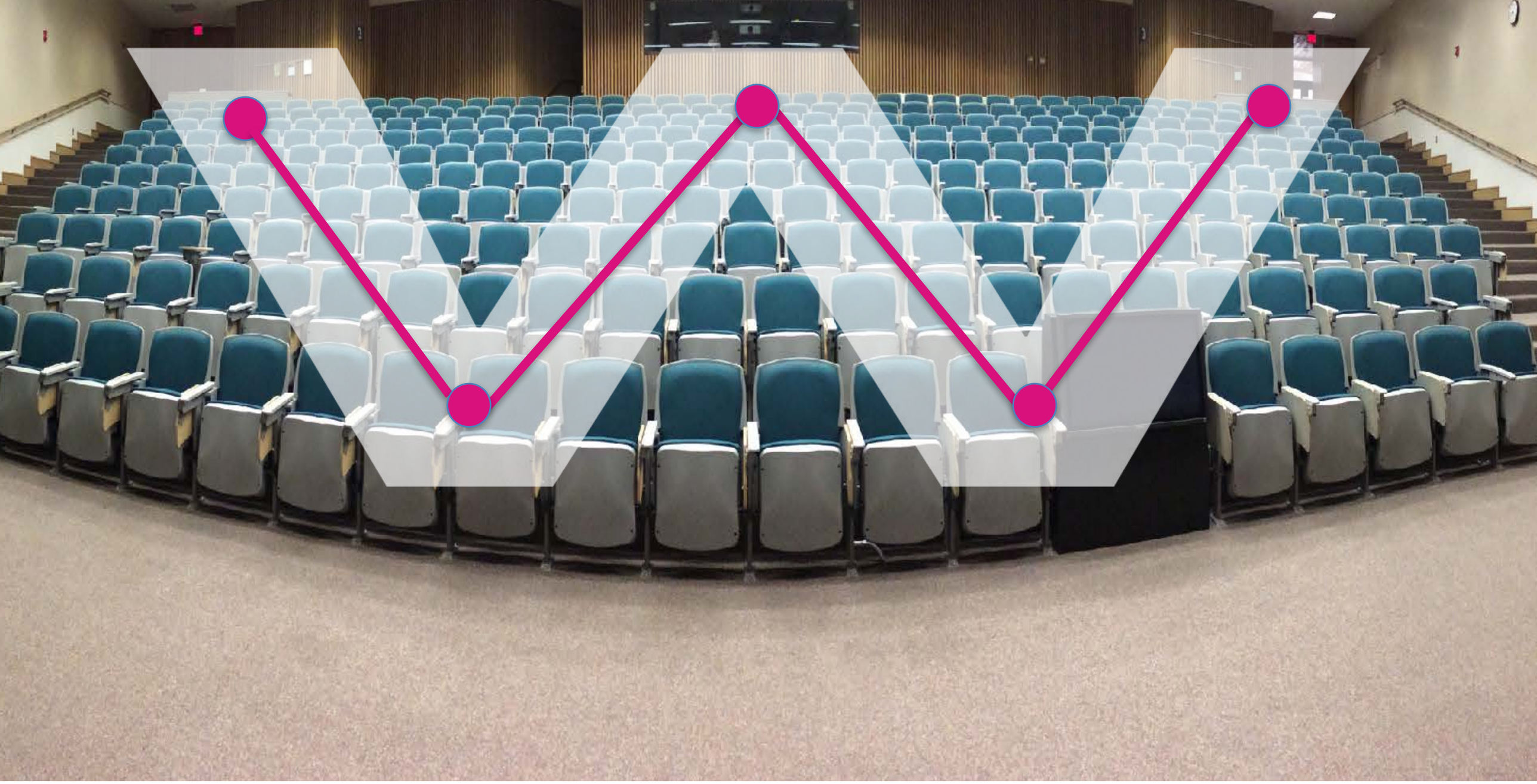
Second…

Third…"

Let's talk about

BODY LANGUAGE


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

Behind back



Don'ts

Behind back

In Pockets



Don'ts

Behind back

In Pockets

On Hips



Don'ts

Behind back

In Pockets

On Hips

Across Body



Don'ts

Behind back

In Pockets

On Hips

Across Body

Gripped



Do's

Show the number













Do's

Show the number

Separate parties into locations









Do's

Show the number

Separate parties into locations

Put emphasis on the words that matter





Do's

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




Avoid distractions with
LEGS & FEET


Try saying the following
STANDING LIKE THIS


This is the best business proposition ever.
YOU CAN TRUST ME ON THIS ONE!


Avoid the
EXERCISE PITCH

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
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing



Pitch tools and
RESOURCES







best3minutes.com/visitestonia

All the workshop
SLIDES



best3minutes.com/visitestonia

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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David Beckett

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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David Beckett

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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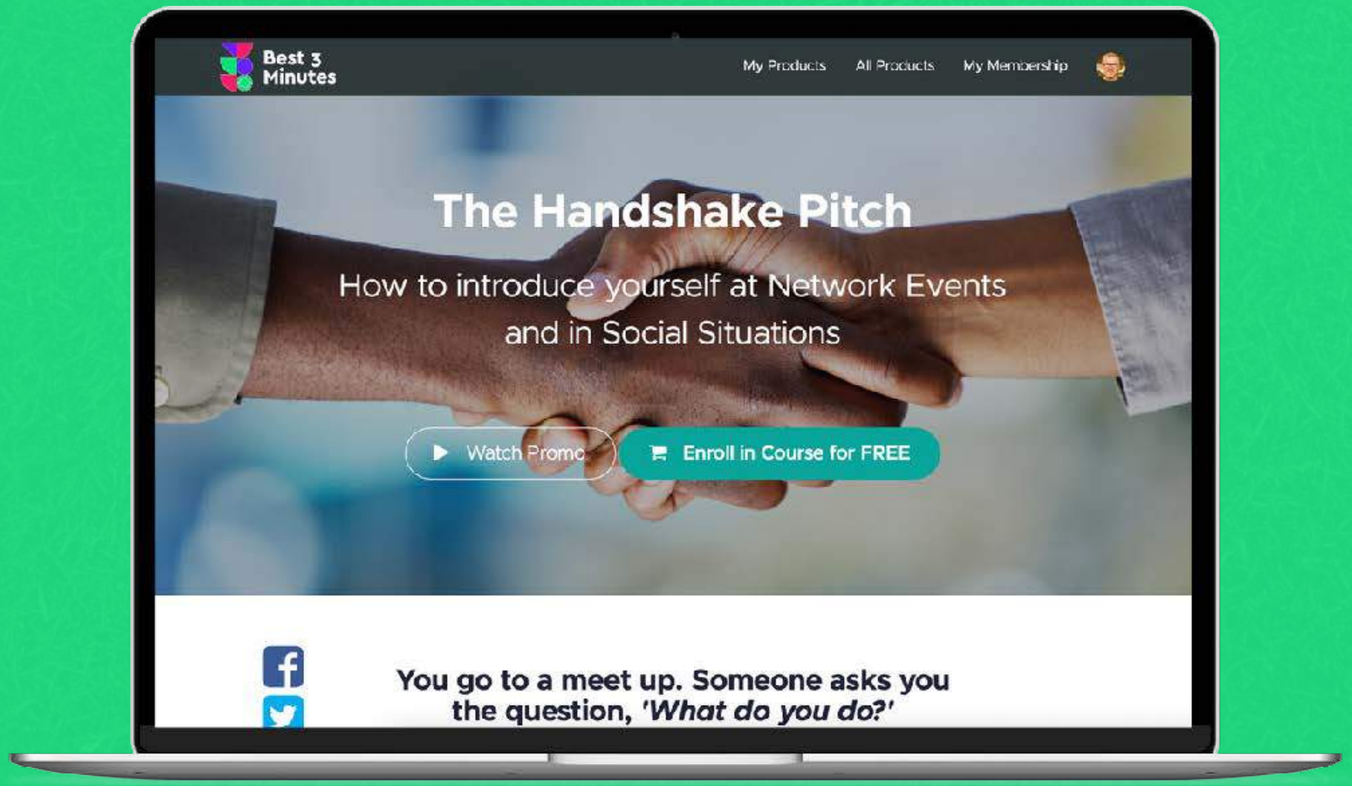
FREE

10 Minute Online Course

YOUR INTRO PITCH



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