

Pitch Coach
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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!



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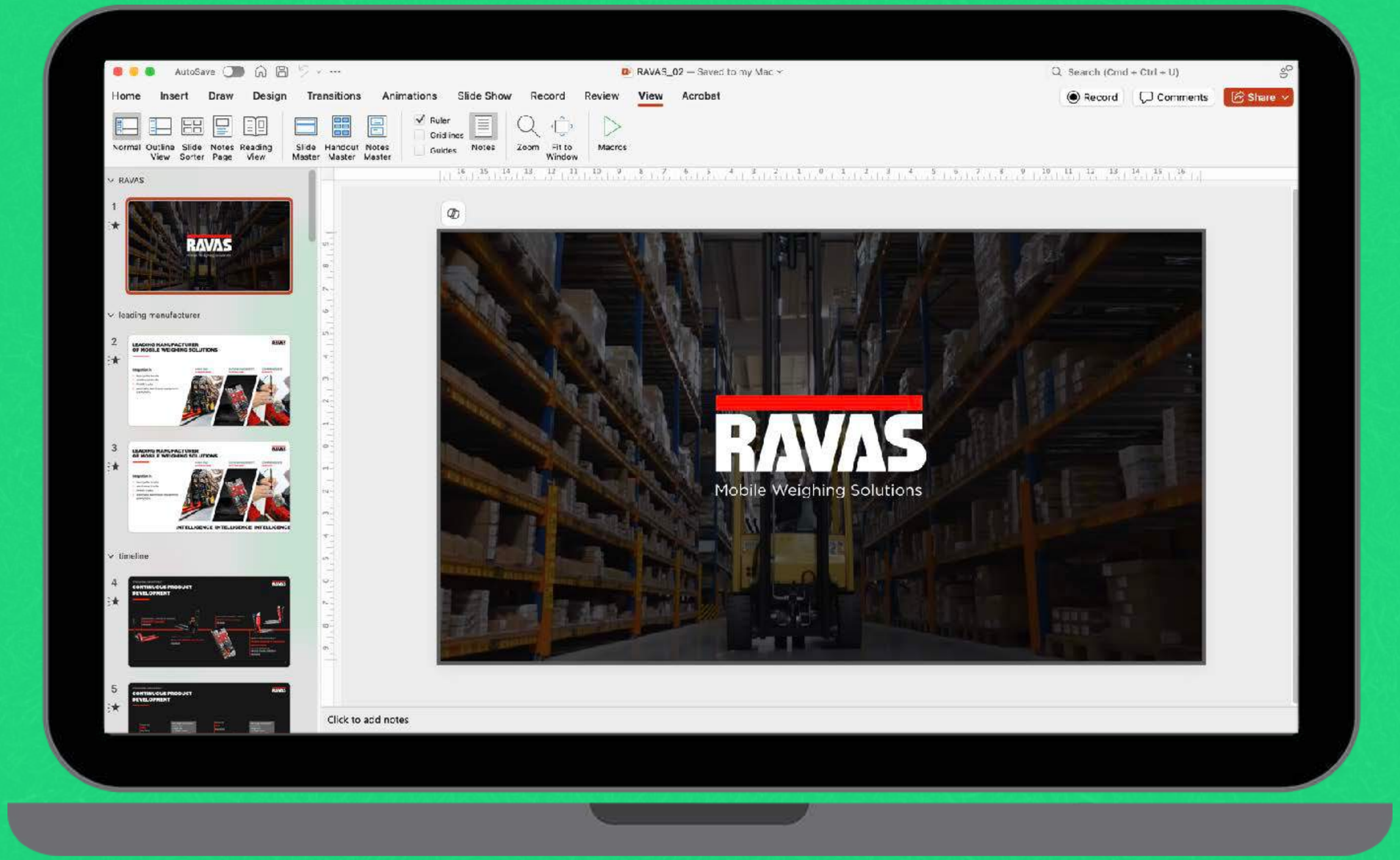
LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?


RAVAS
Mobile Weighing Solutions
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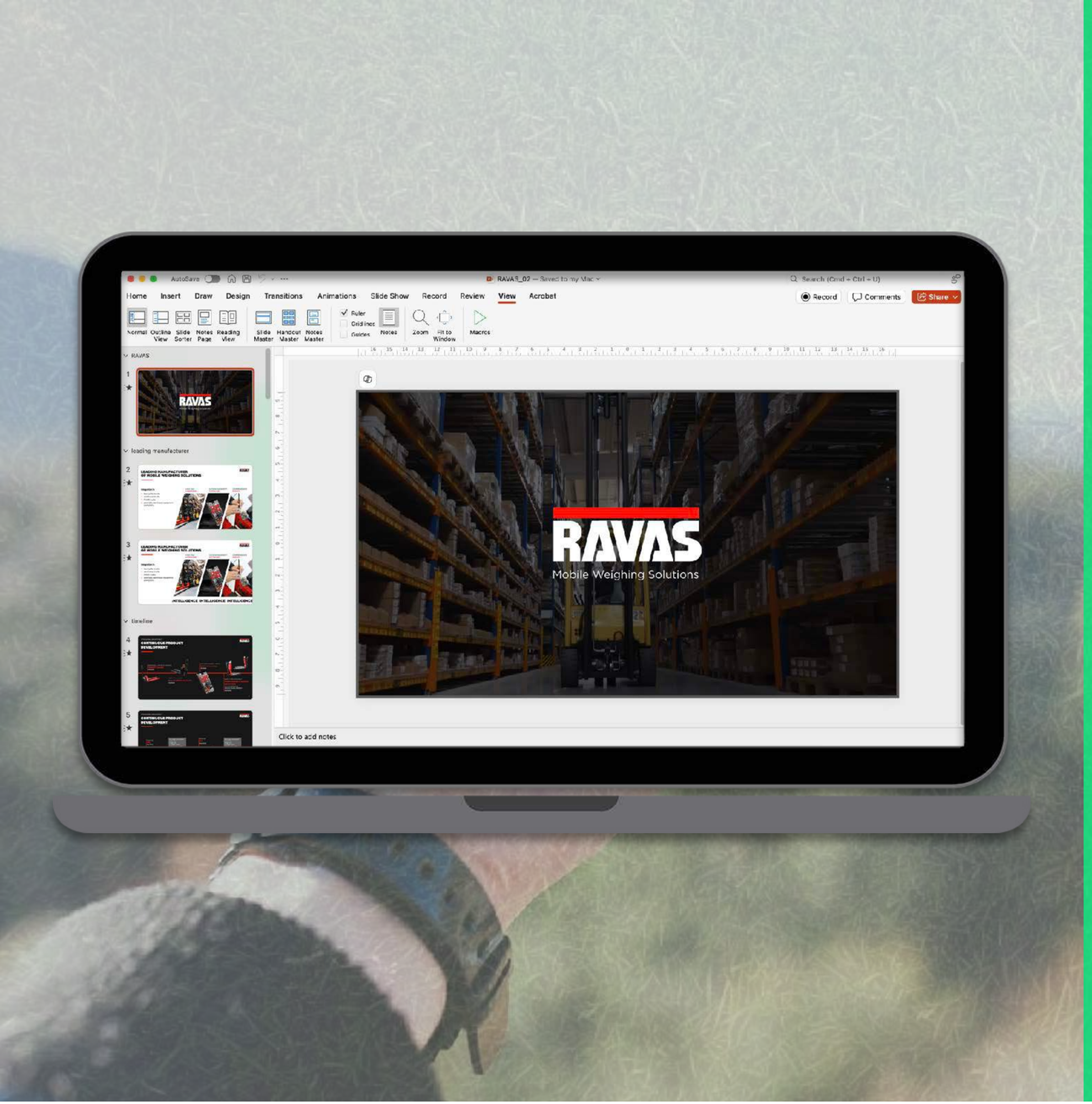


Who are we pitching to?

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?"




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...?**

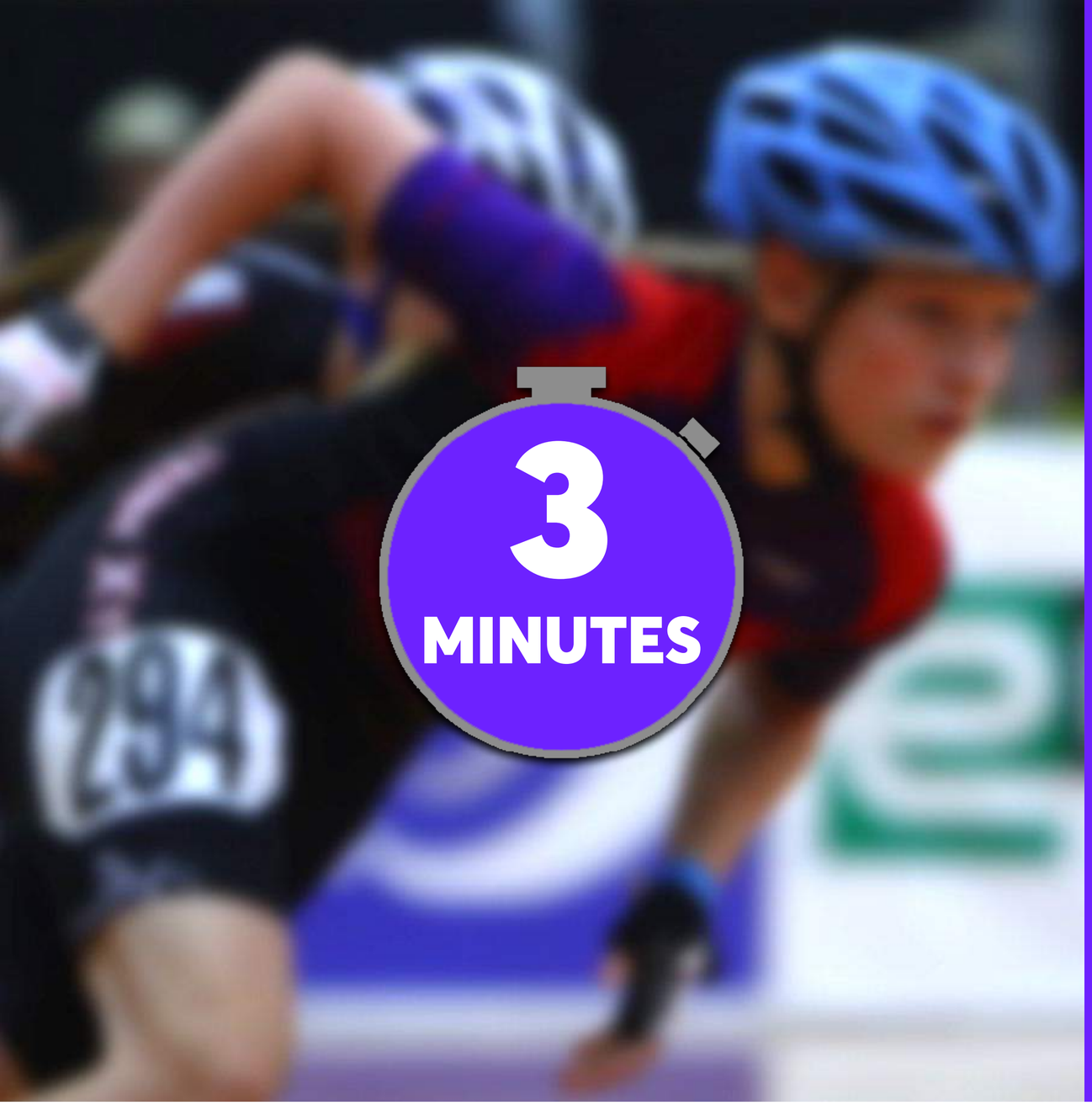
The basis of
ANY GREAT PITCH



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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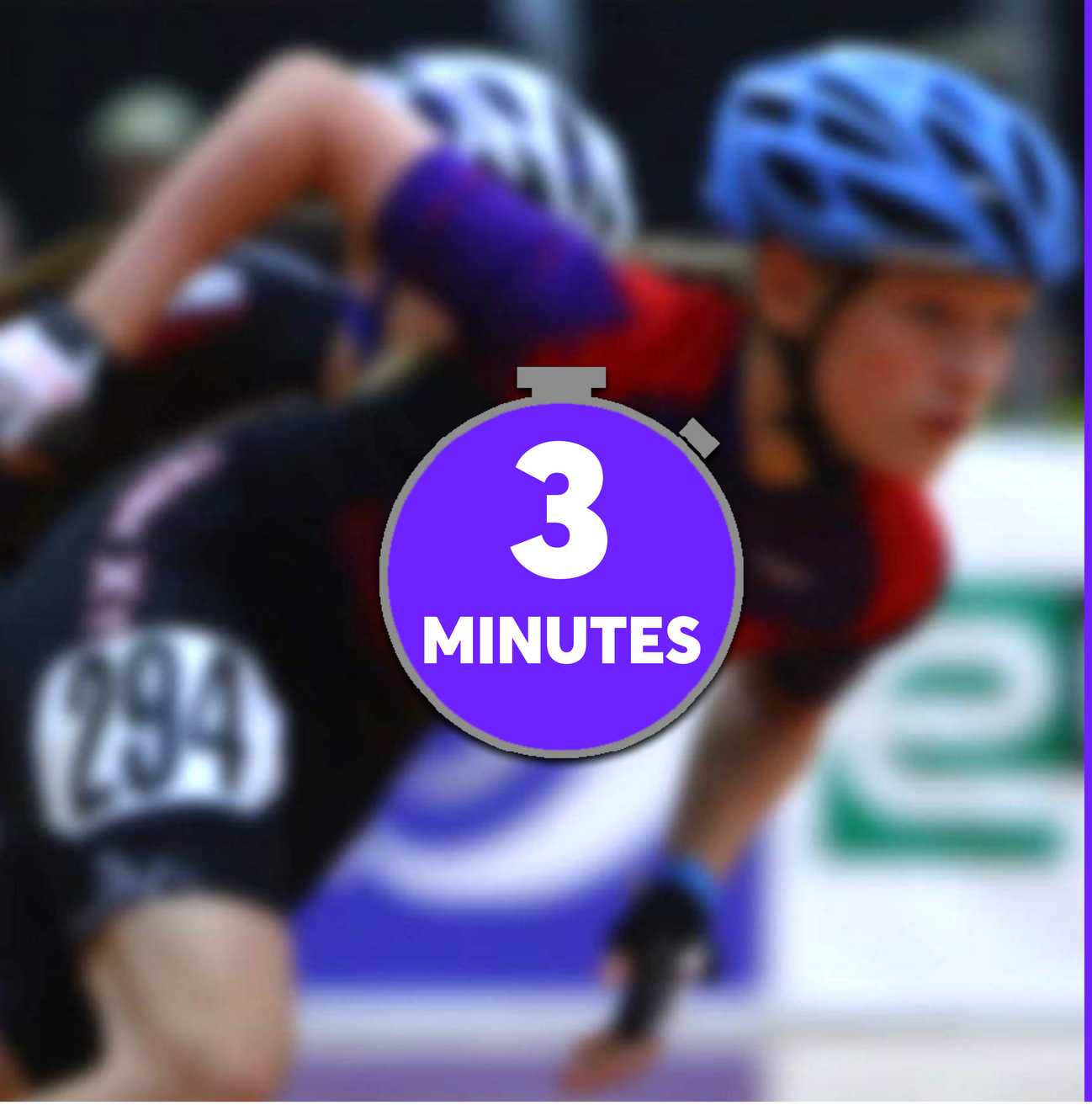

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25 seconds, 4 sentences

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:

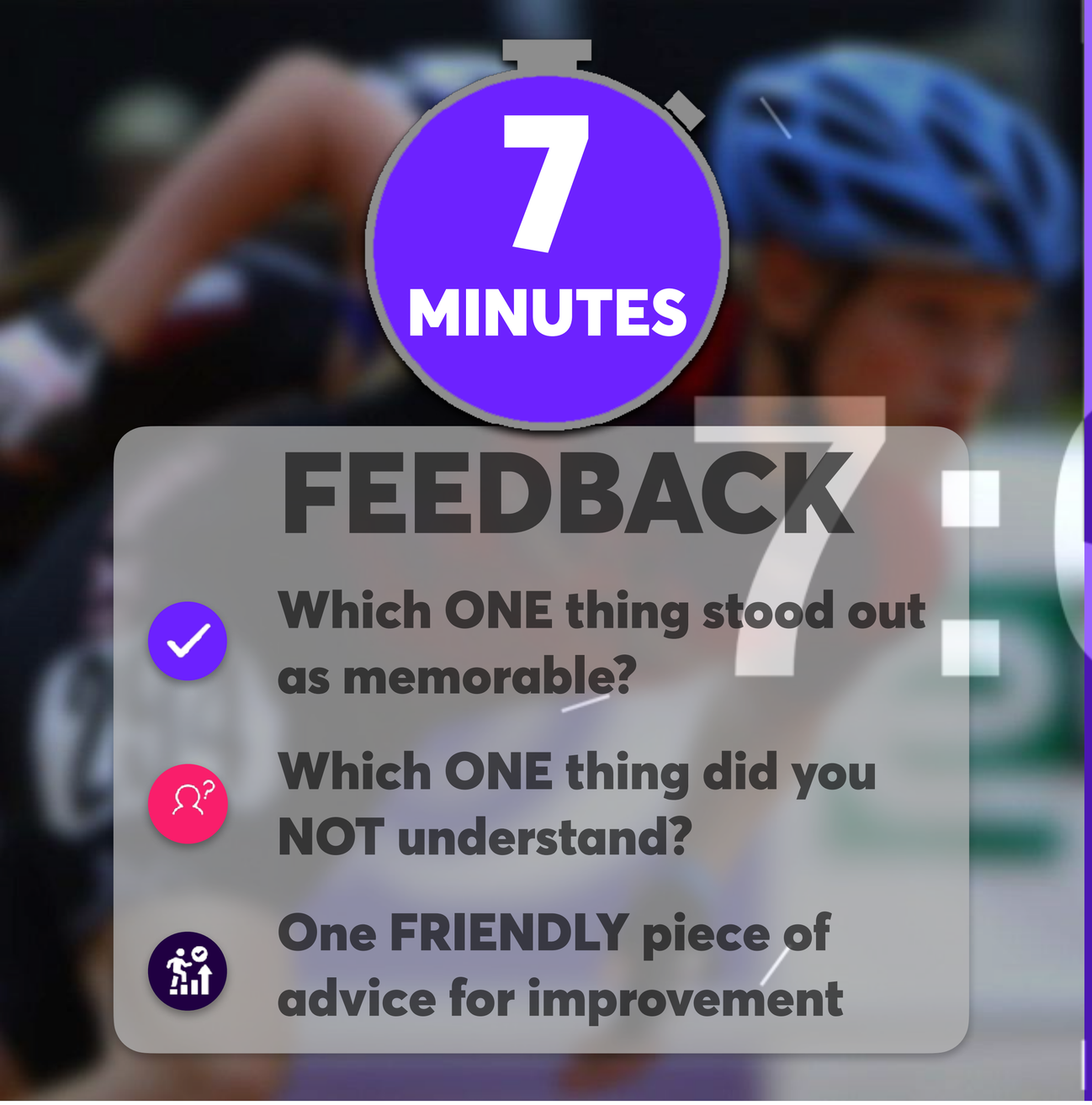
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



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?



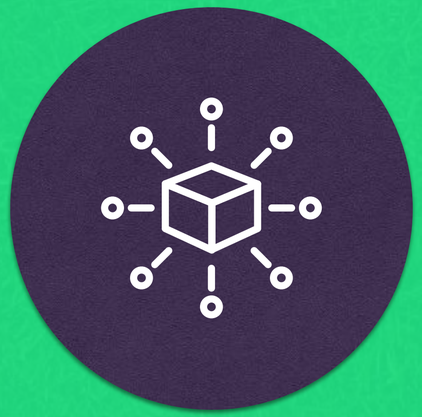
Friendly advice for improvement


TOOLS

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
CUSTOMERS WANT TO KNOW



You understand
their **Pain**



Your **Unique**
Product delivers
Specific Results



Track Record & Proof
Customer Success
& Results

Tell them the things

CUSTOMERS WANT TO KNOW







And tell them **QUICK!**

You understand their Pain

Unique Product Delivers Specific Results

Track Record; Proof; Customer Success/ Results


STRUCTURING YOUR
NEXT PITCH MEETING

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

Pitch	Q&A
20 Mins	**10 Mins**

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

Tech	Pitch	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**
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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'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Agree to a **pilot**

Plan a **follow up** meeting

Sign a **deal!**



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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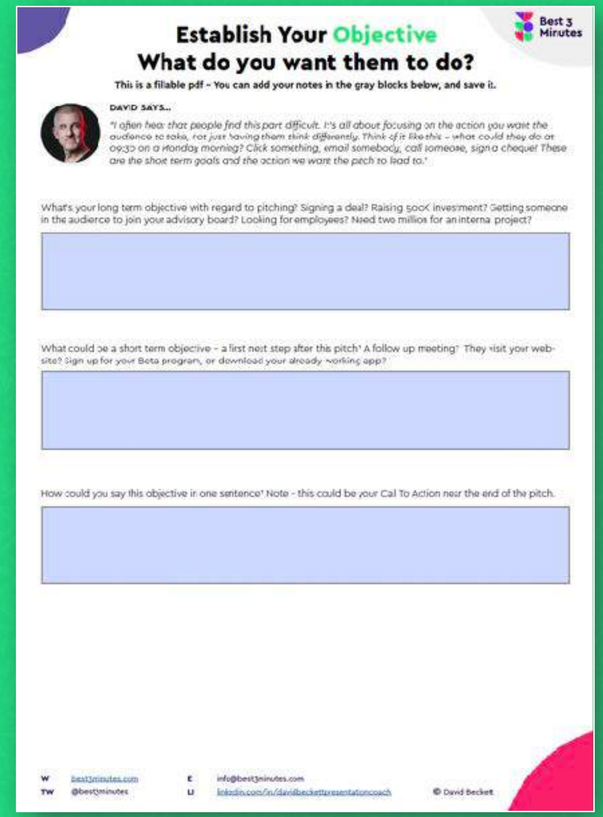
AUDIENCE



Establish Your Objective
What do you want them to do?

Best 3 Minutes

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 interna project?

What could be a short term objective - a first next step after this pitch? A follow up meeting? They visit your website? 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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OBJECTIVE

One Pagers: best3minutes.com/ravas25

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

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE PROOF



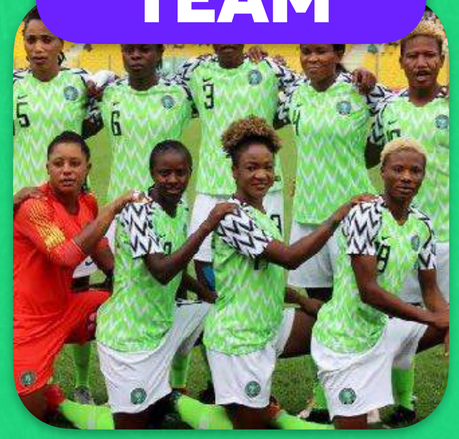
THE ASK



TIMELINE



THE TEAM





PAIN

What is the **problem** customers are experiencing, that you solve?

How **big** is that problem?

What's the **result** of that problem?



PAIN

"We speak to customers in this industry every day,

and what they tell us they're struggling with is…"



PAIN

"With static weighing, 1 operator can only manage 4 pallets/hour

It's expensive, and hard to find operators.

Plus - safety is an issue."



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a Number on it

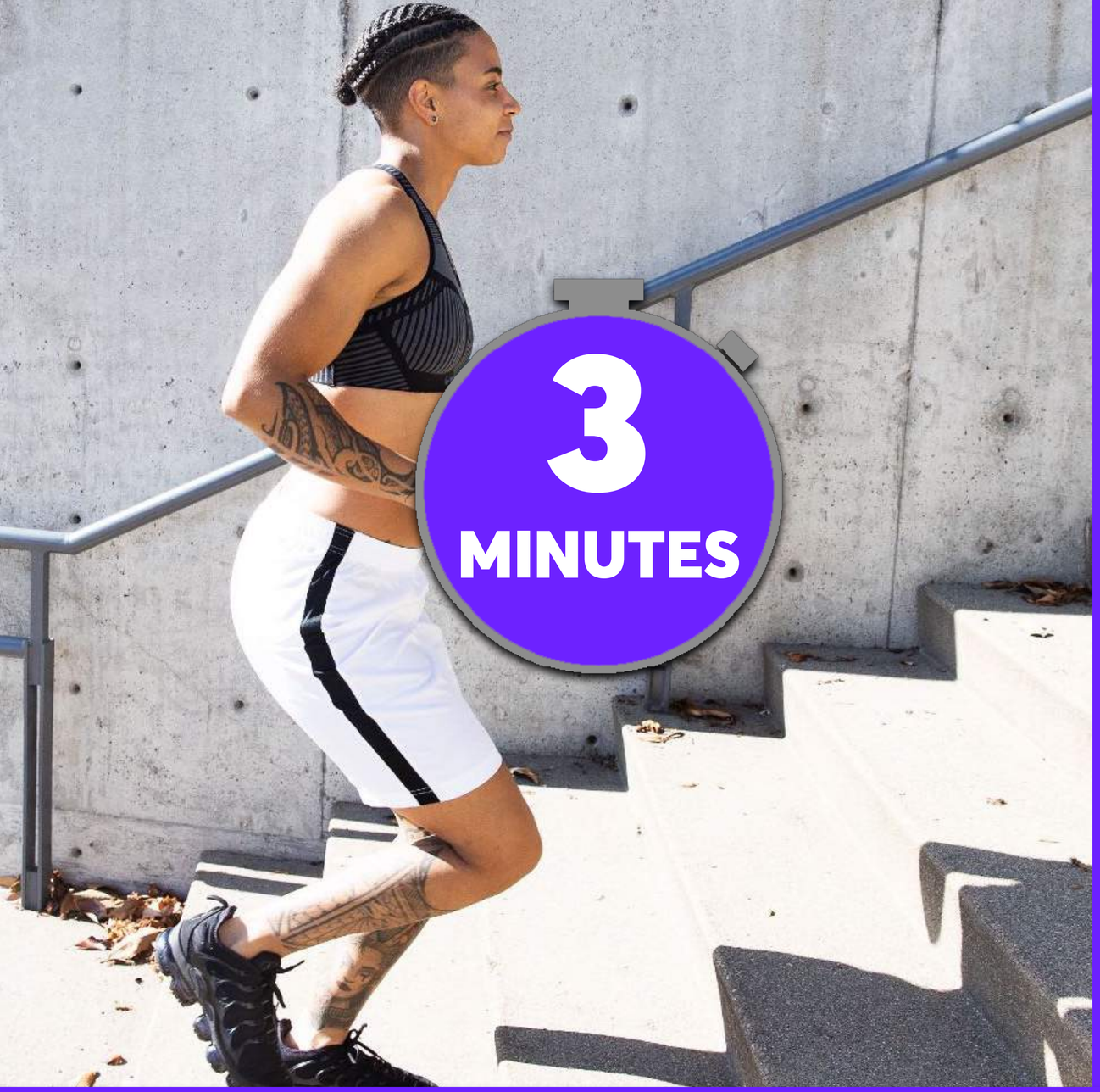
Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"They have to make a lot of calls"

"It takes up to **72 hours**"

"They have to make up to **12 calls**"



ACTION STEP

Brainstorm about the **Pain**

Write down at least **5 things** about the **problem** your customer faces

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

Don't think too much:
just write

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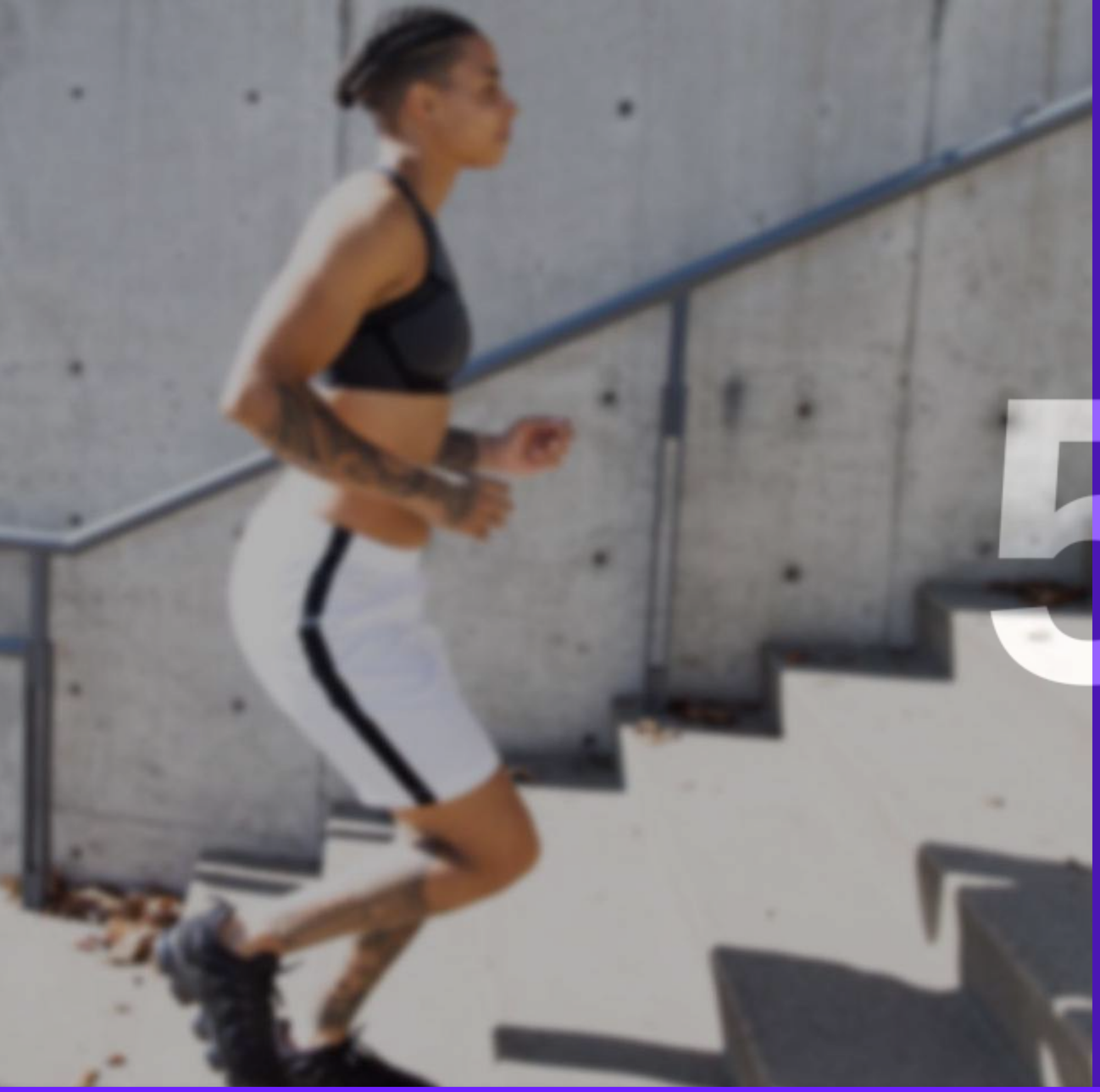

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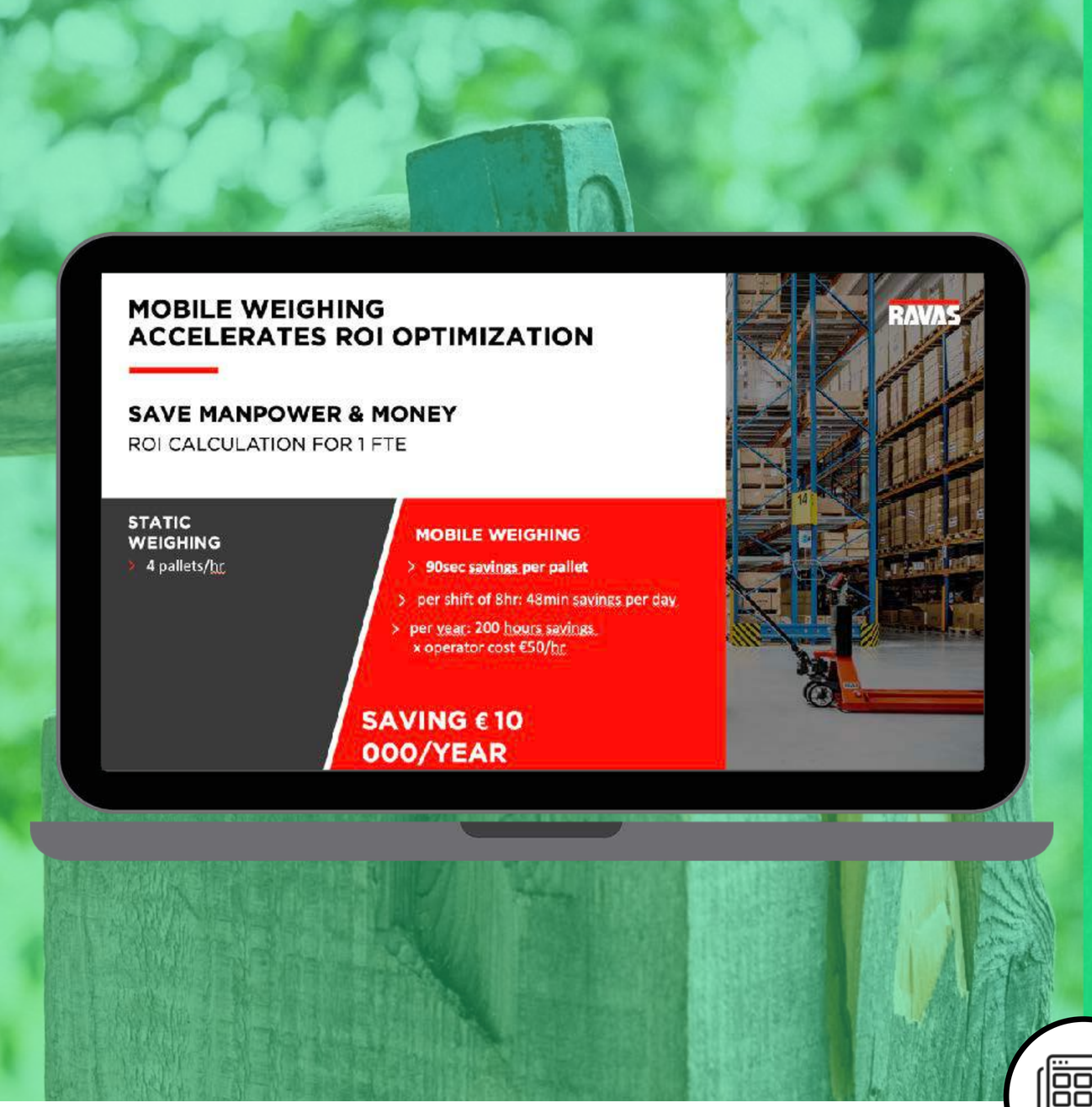
PRODUCT

How do you **solve** the problem?

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



PRODUCT

Our mobile weighing solutions are **faster** and **simpler**,

which can save **1 operator** over **200 hours** per year - saving **€10,000** per year.



PRODUCT

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



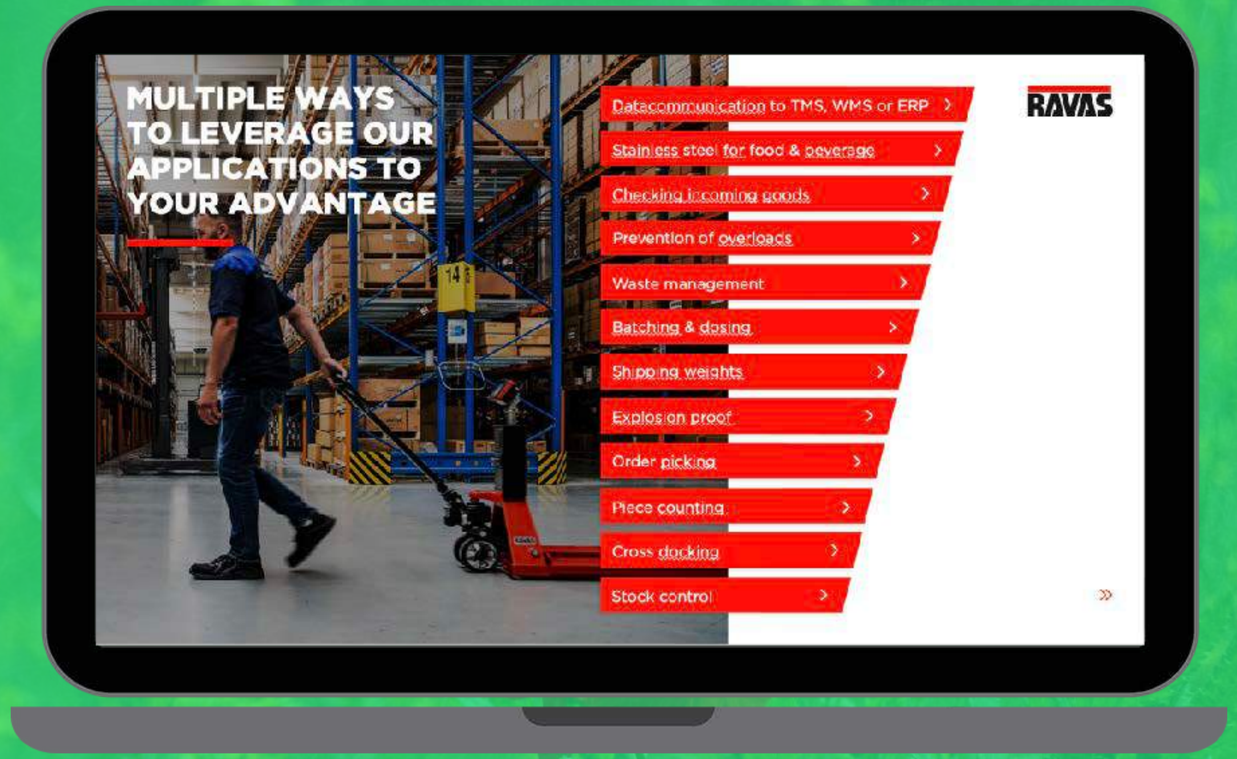
UNIQUE

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

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

(Any competitors to mention?)

UNIQUE



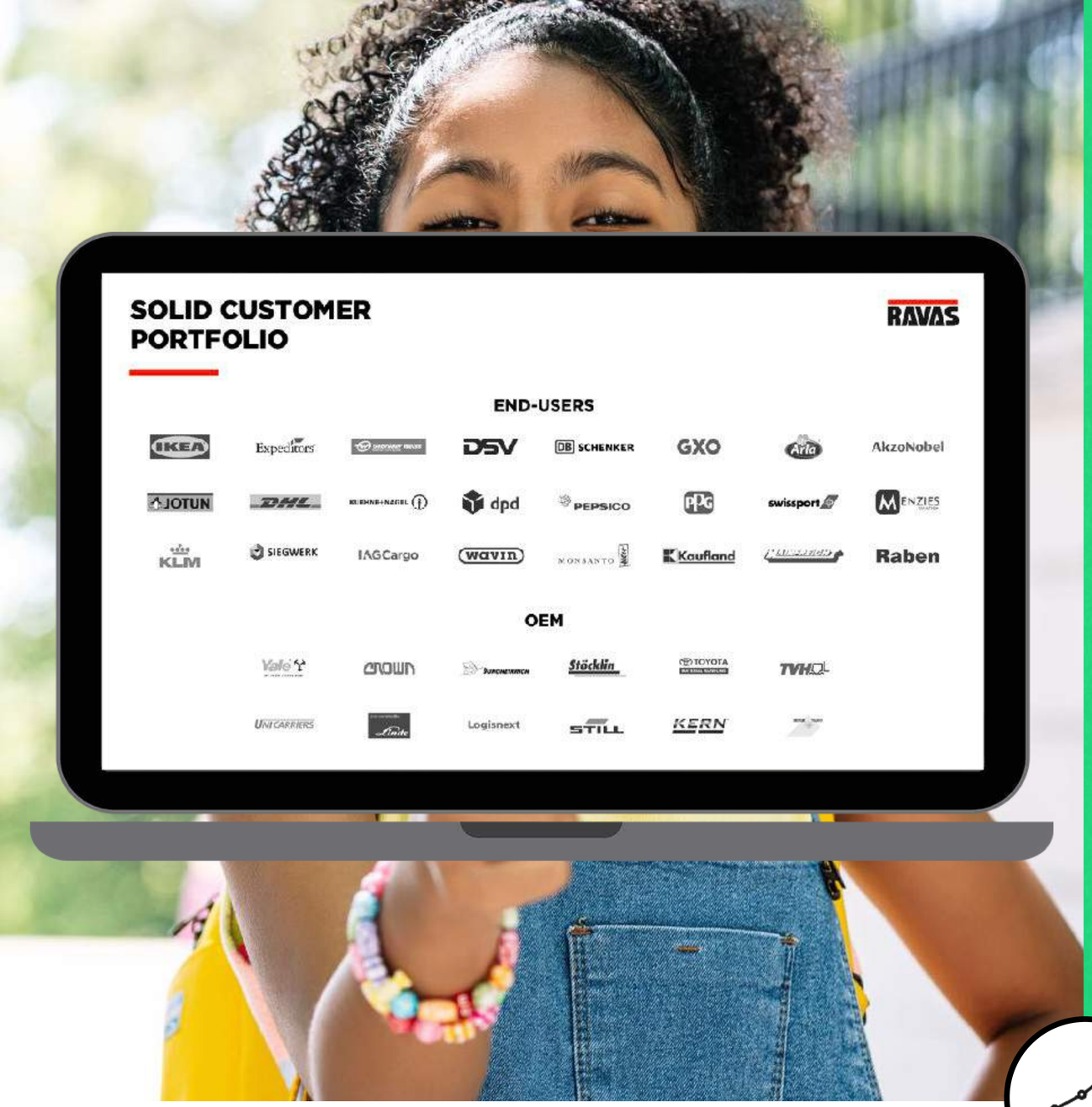
"We cover all your application needs,

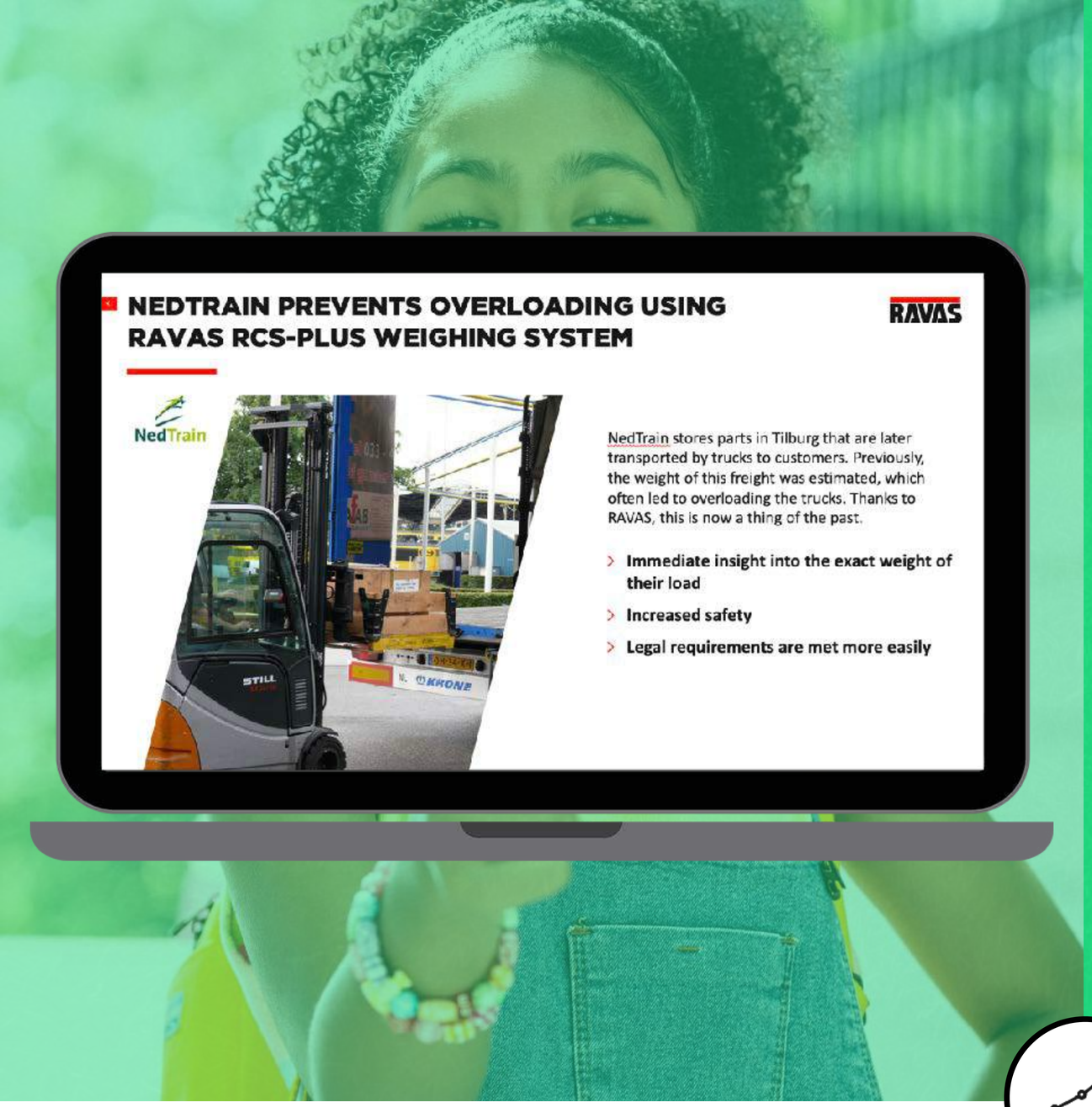
and can share examples of all these later."

PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?





PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

User cases?



PROOF/ TRACTION

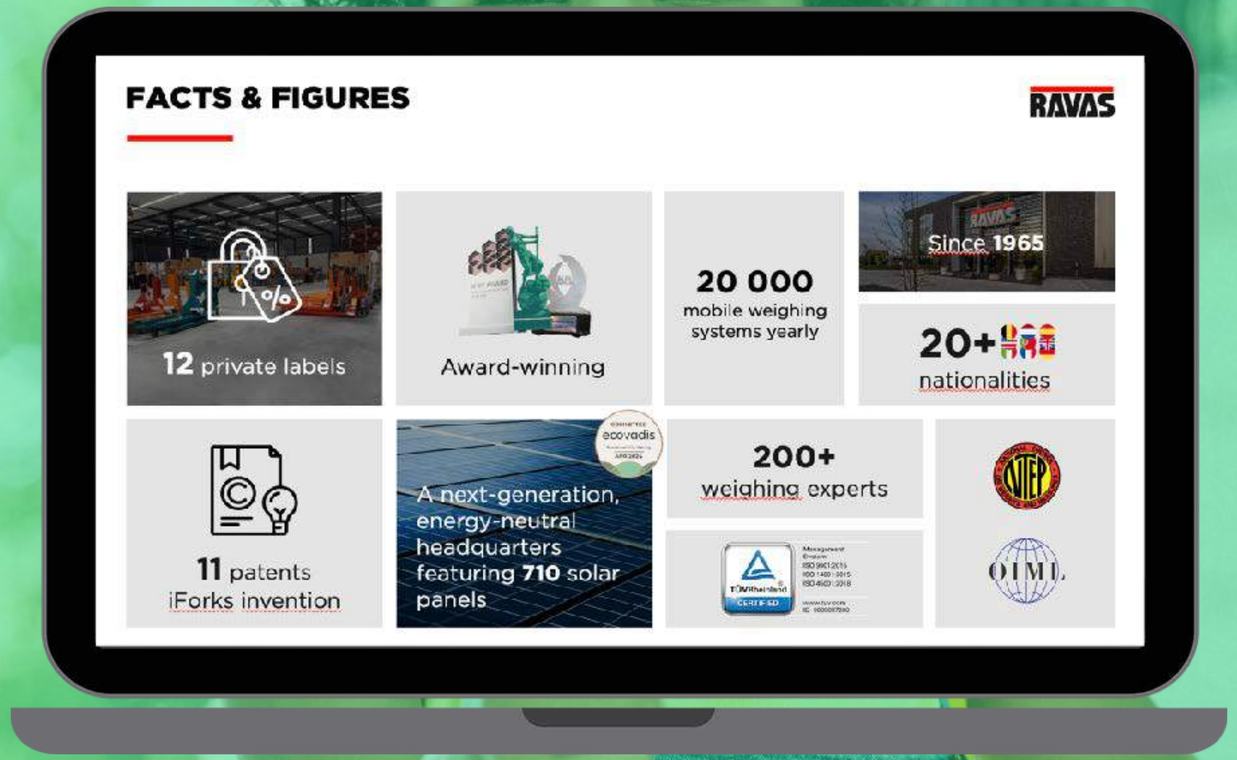
Who's already **buying**?

Recognisable brands?

User cases?

Customer Success Stories?

PROOF/ TRACTION



If a **larger, International** customer, the bigger picture will add value



THE ASK

Provide **introductions**

Agree to a **pilot**

Plan a **follow up** meeting

Sign a **deal!**

Translate your **OBJECTIVE** into a **CALL TO ACTION**



ACTION STEP

Create a 2-Minute Pitch including

Pain
Product
What's Unique
Proof/Customer Success
The Ask

120 seconds = 18 sentences

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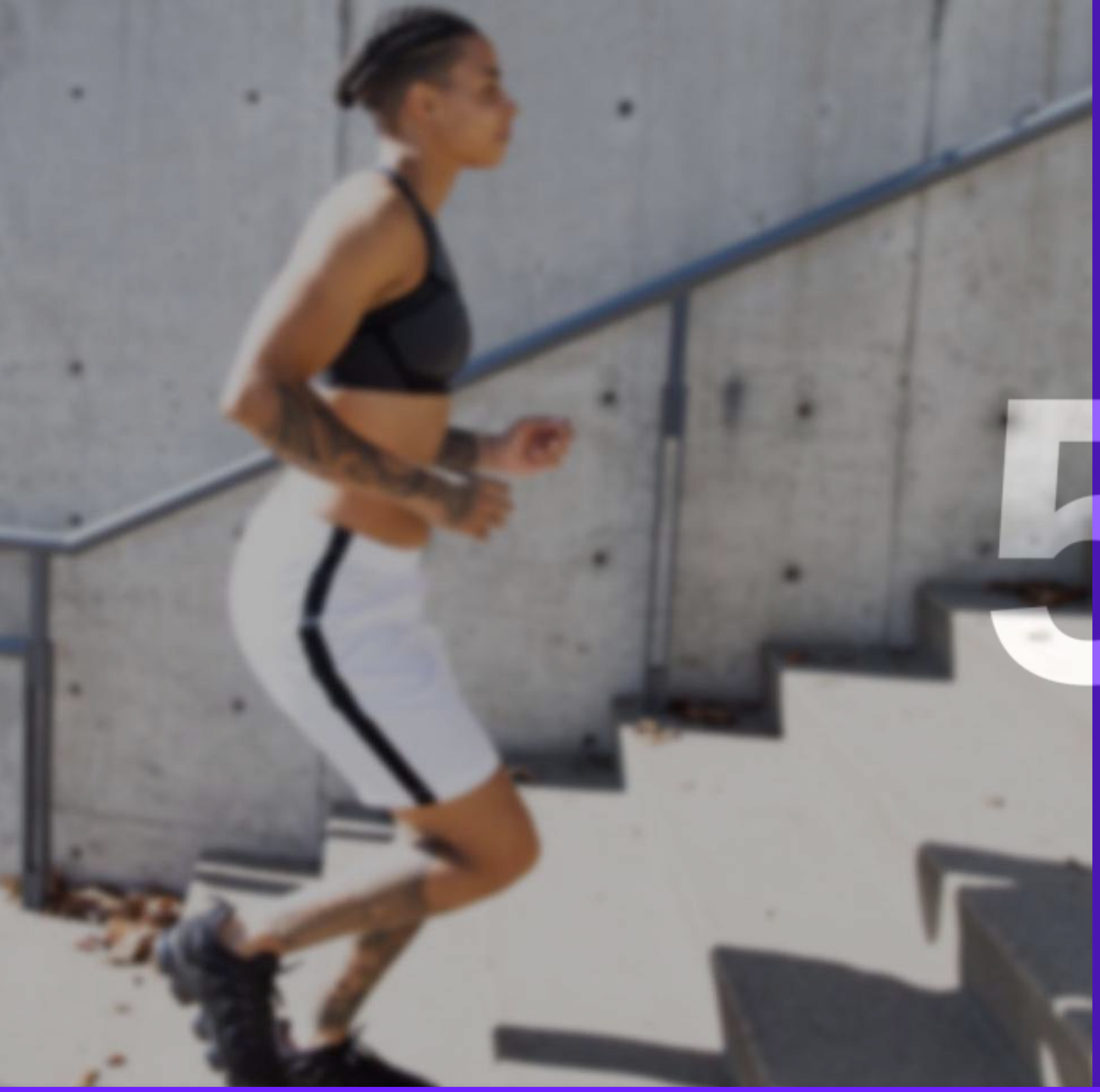

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ACTION STEP

Create a 2-Minute Pitch including

Pain
Product
What's Unique
Proof/Customer Success
The Ask

120 seconds = 18 sentences

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Let's put the thinking
INTO ACTION!



ACTION STEP

TEST **your 2-Minute Pitch including;**

Pain
Product
What's Unique
Proof/Customer Success
The Ask

120 seconds = 18 sentences

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ACTION STEP

TEST your 2-Minute Pitch including;

Pain
Product
What's Unique
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From receiving and giving feedback?
What will you change?


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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?



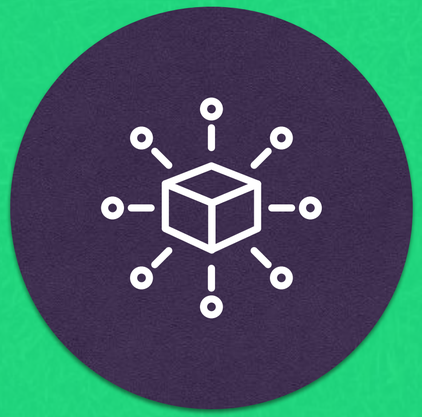
Friendly advice for improvement

3 things you can do

IN YOUR NEXT PITCH



Focus on what you Solve



Reduce Details: Q&A



Keep it short!

Pitch tools and

RESOURCES







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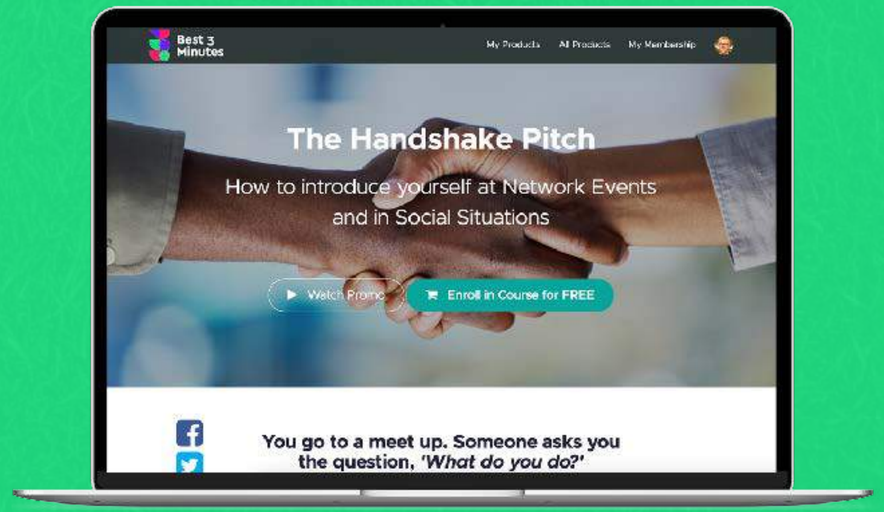

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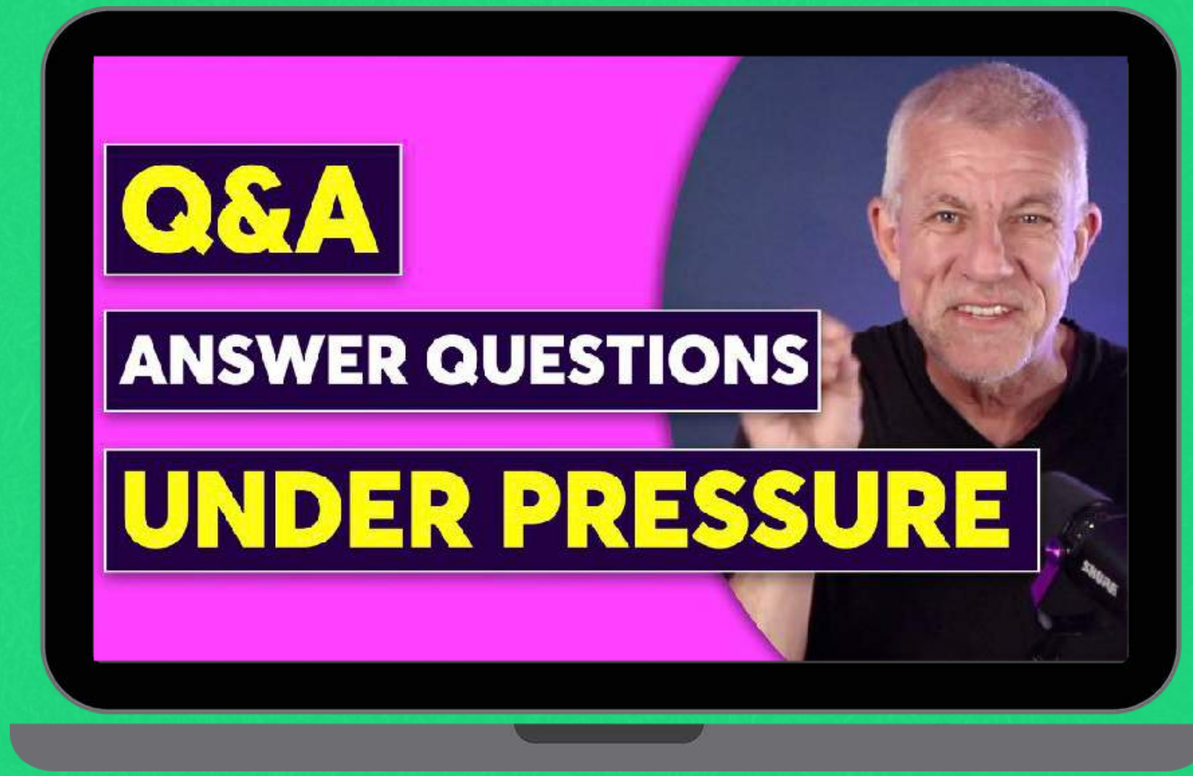
Podcast



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