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

David Beckett

best3minutes.com

Best 3 Minutes


I have a
CONFESSION TO MAKE

I pitched to Shimano in 2012…

AND LOST!

WHY?

WHY?

We were focused on **US**

NOT ON OUR AUDIENCE

Coached **3000+** Startups & Scaleups



Trained **40,000+** Professionals

NETFLIX
TOMMY HILFIGER
DOUWE EGBERTS
ABN·AMRO
tomtom
TEDx
Booking.com
amazon
TOYOTA
IKEA
vodafone
tnw

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 one other person

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

No Other Instructions

LET'S DO IT!



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!



Who are we pitching to?

Why are we pitching?

What should we pitch?


TOOLS

What is **A PITCH?**

Which **words** you think of when you hear the word **'Pitch'?**



David Beckett

A Pitch is a **Time-Pressured** Presentation about **Solving** a Problem, with a **Clear Ask,** and a **Personal Edge.**

When are we **PITCHING?**

Any time you want to **persuade** someone to **take action**

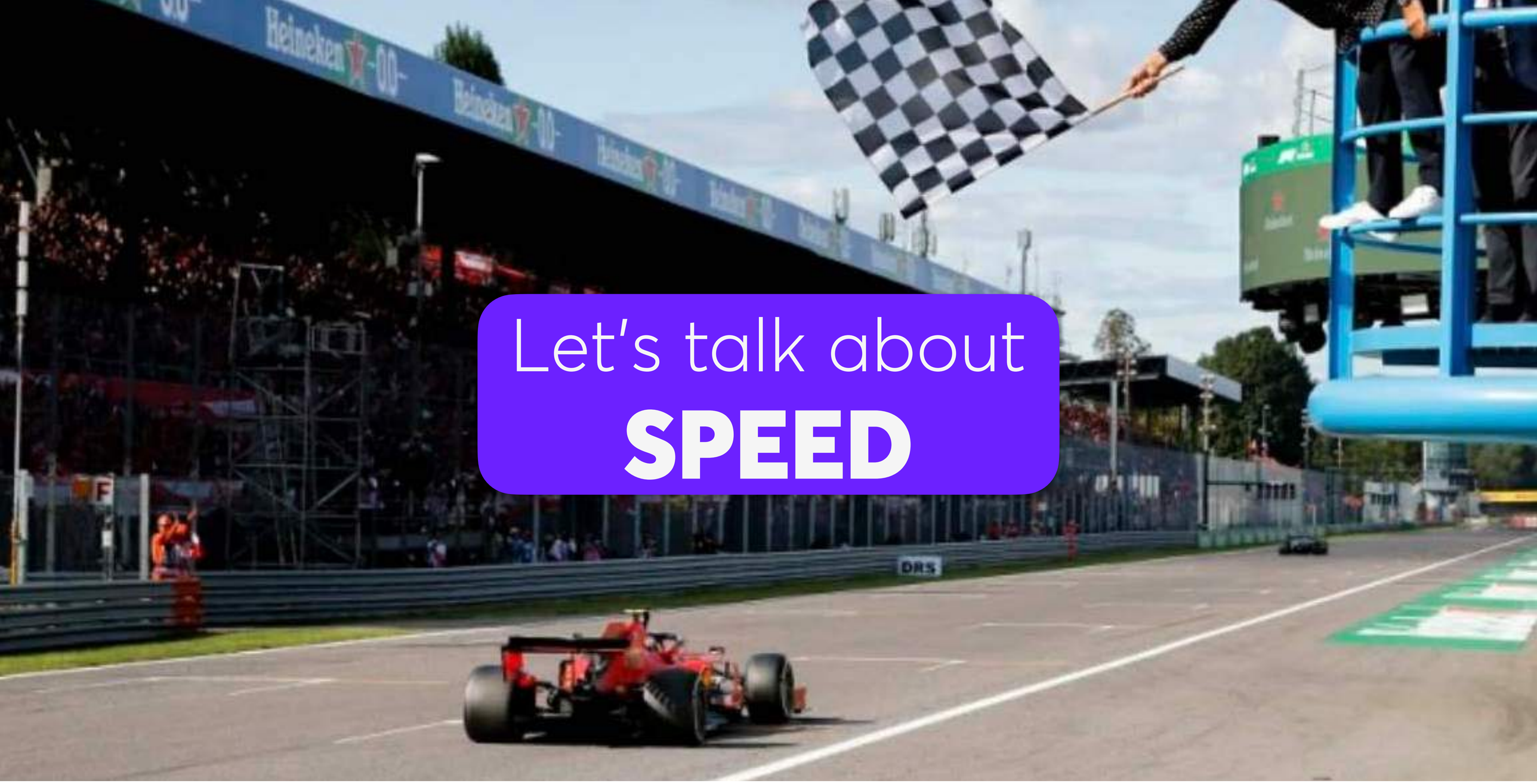
2 PARTS TO THE PITCH TODAY



FUNCTION

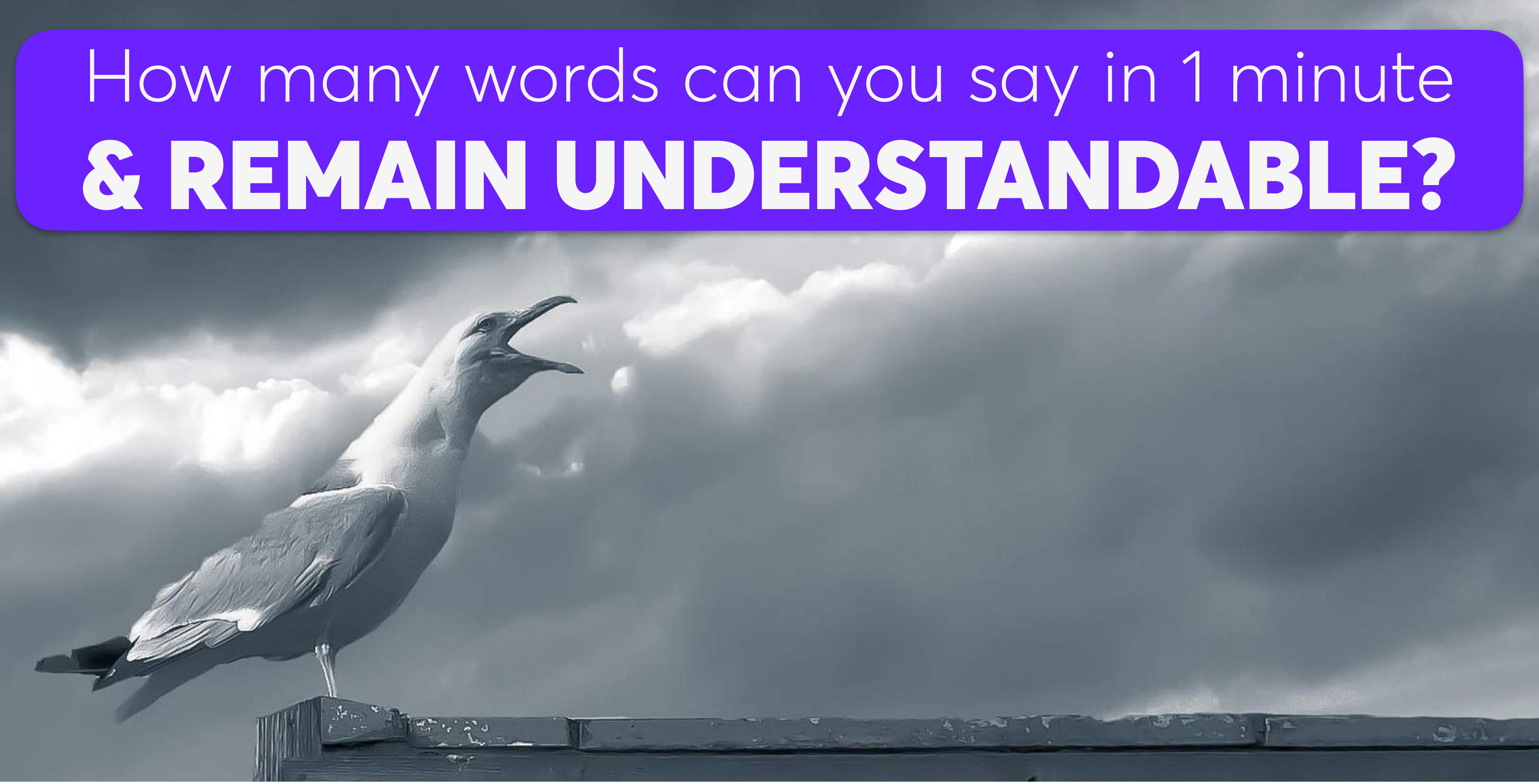


KPI's



Let's talk about **SPEED**

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



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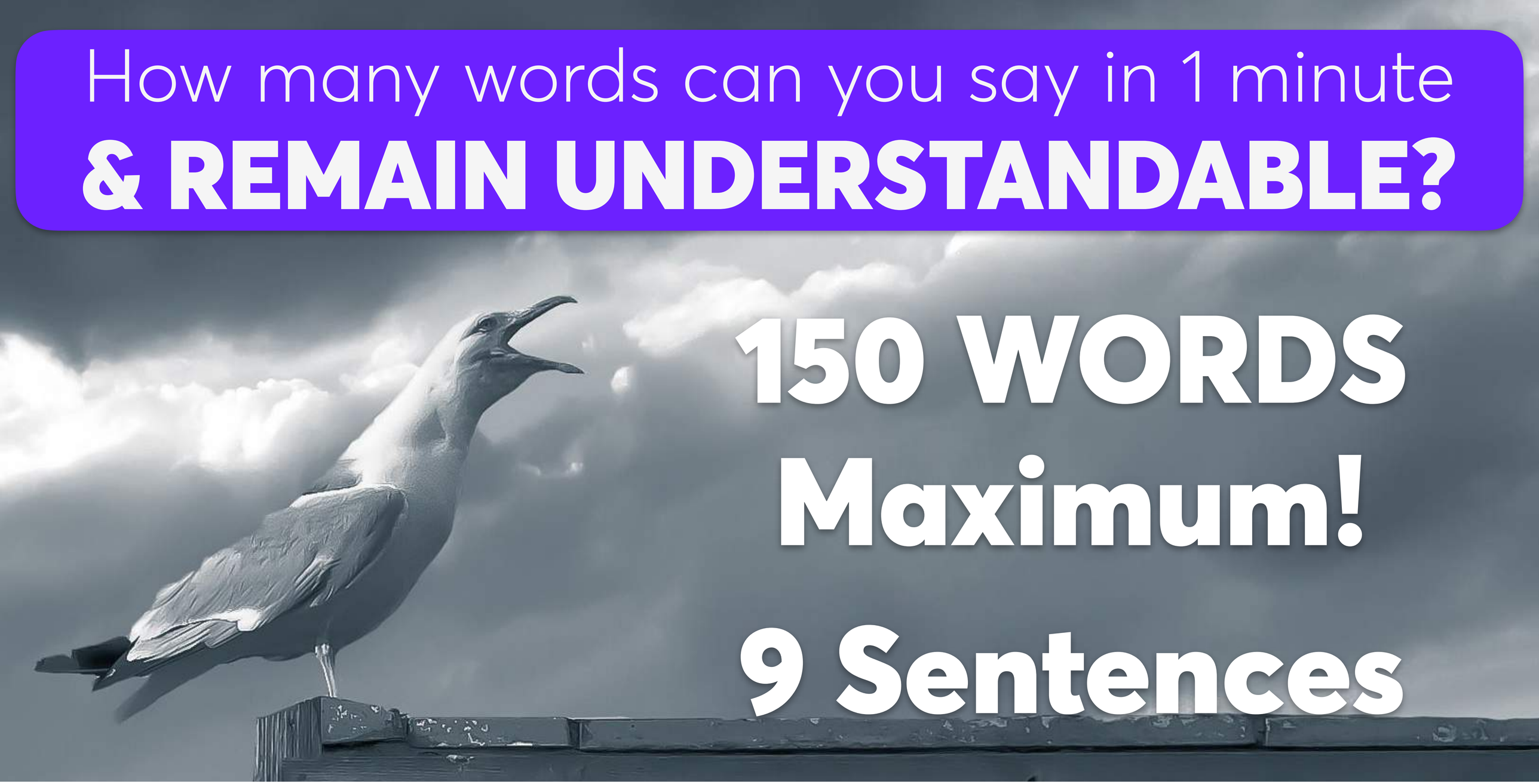
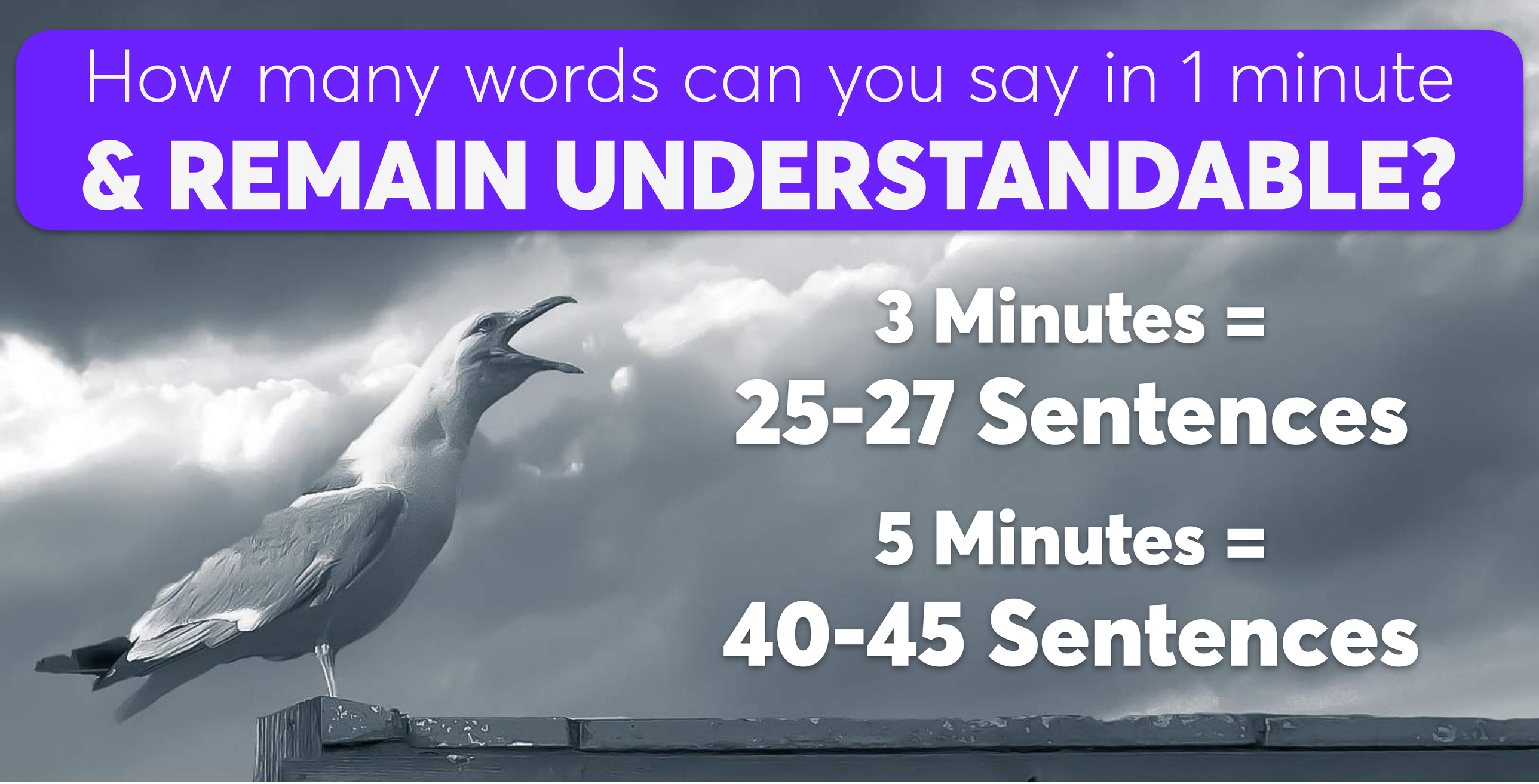


150 WORDS Maximum!

9 Sentences

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

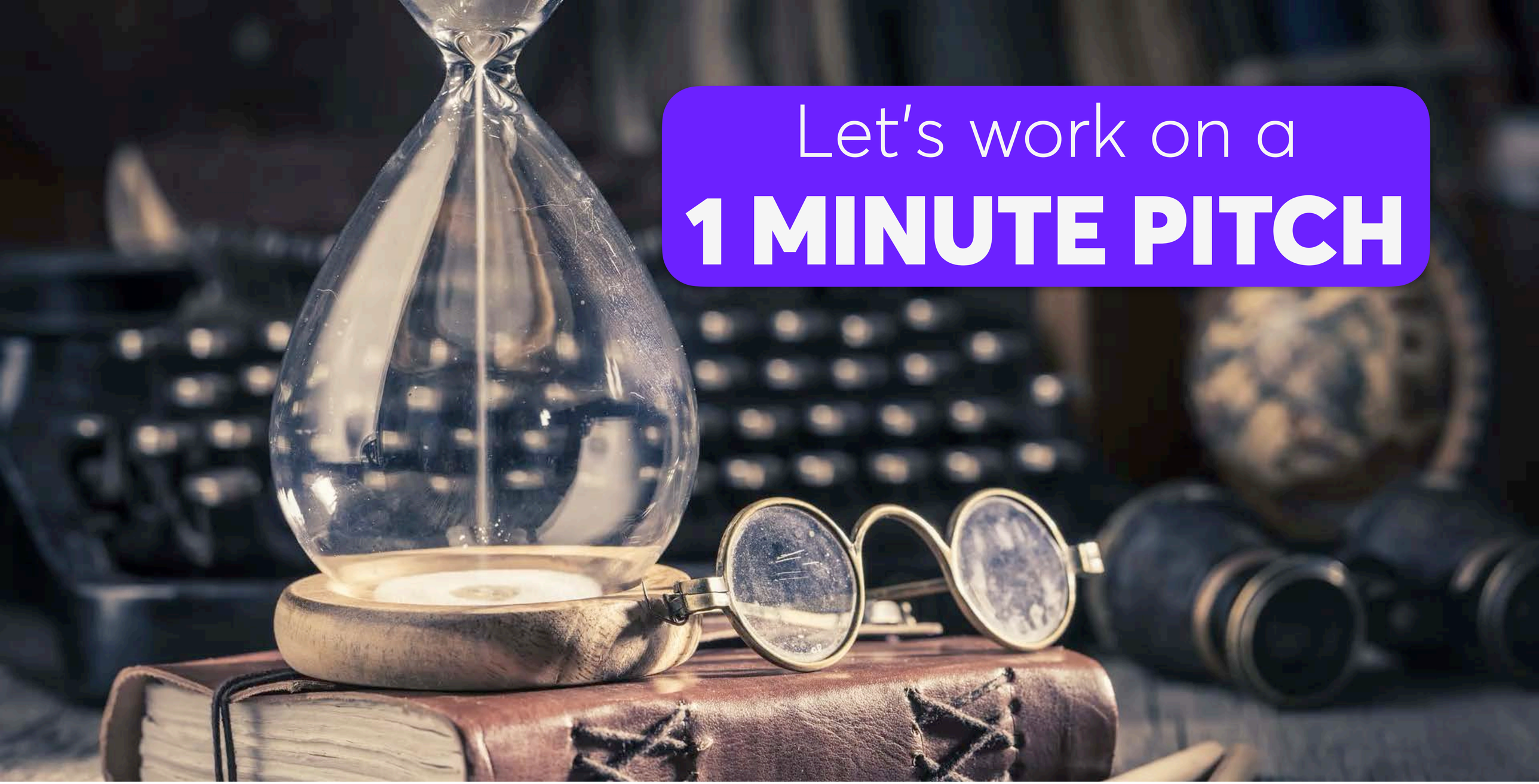


3 Minutes =
25-27 Sentences

5 Minutes =
40-45 Sentences

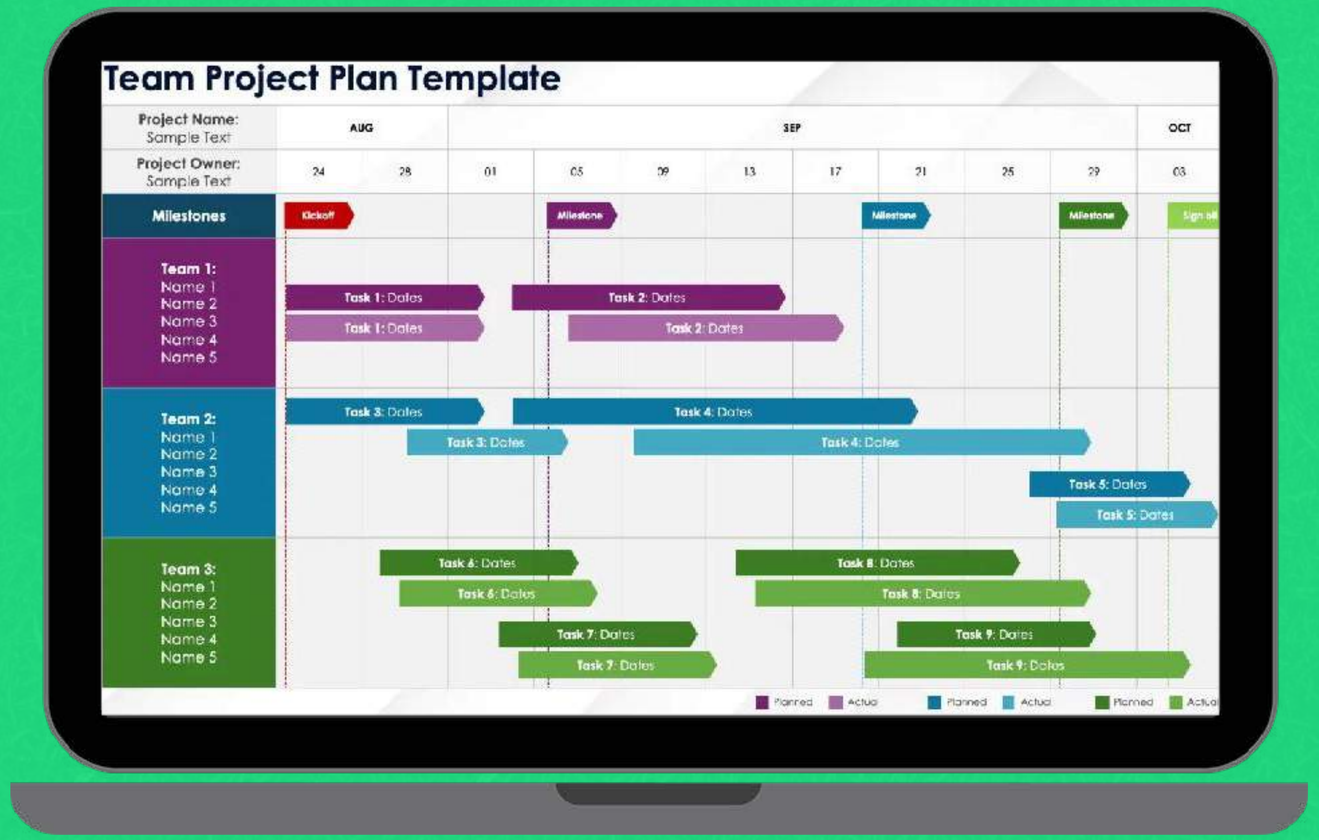

143
Words/min


203
Words/min


Let's work on a
1 MINUTE PITCH

What makes
A GREAT PITCH?

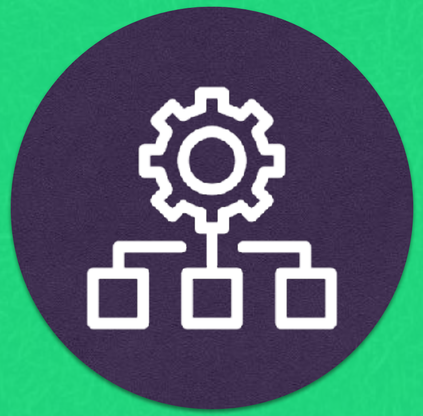
What makes
A GREAT PITCH?



What makes
A GREAT PITCH?



RELEVANT
focused on
the audience



CLARITY
a good
structure



ON TIME
limited
details



David Beckett

A Pitch is a
Time-Pressured Presentation
about Solving a Problem,
with a Clear Ask,
and a Personal Edge.

The **Value** of a Great Pitch
is measured by what the
AUDIENCE DOES NEXT

Let's make it

REAL & PRACTICAL



ACTION STEP

Think about one specific
project/product/activity
you have in mind for next year

that you need to convince
the **Commercial** team about



ACTION STEP

5

Think about one specific
project/product/activity
you have in mind for next year

that you need to convince
the **Commercial** team about

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?

Let's take the **commercial** team as an example...



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 might be their biggest **objection?**



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 might be their biggest **objection?**



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 an **agreement**



Make a profile of your Audience
General Edition

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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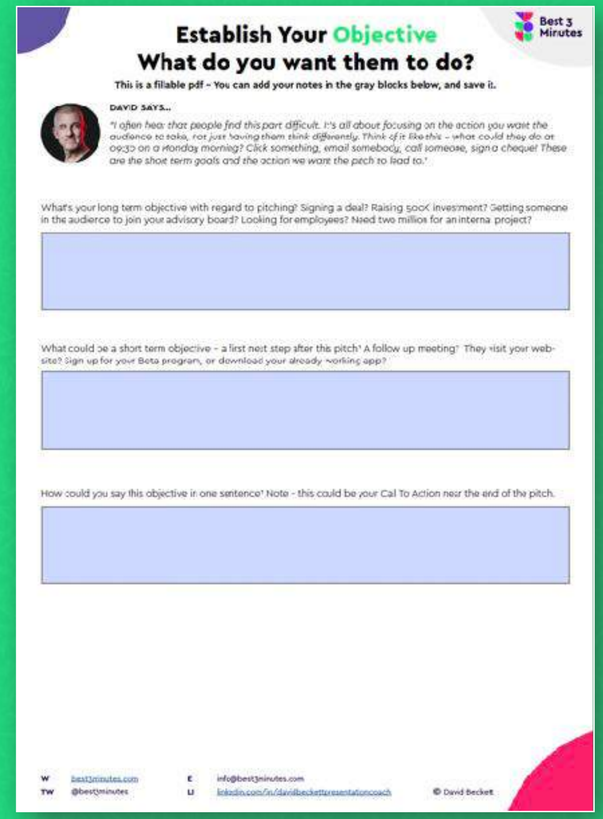
AUDIENCE



Establish Your Objective
What do you want them to do?

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/shimano25

Which topics will be

IN THIS PITCH?

One Structure
THAT WORKS

QUANTIFIED PAIN



SIMPLE 'PRODUCT'



QUANTIFIED RESULT



QUANTIFIED PAIN



What's going **wrong/ needs improving?**

What does it **result** in?

SIMPLE 'PRODUCT'



What (simply) do you plan to **do?**

QUANTIFIED RESULT



What will **improve?**

How **much?**

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

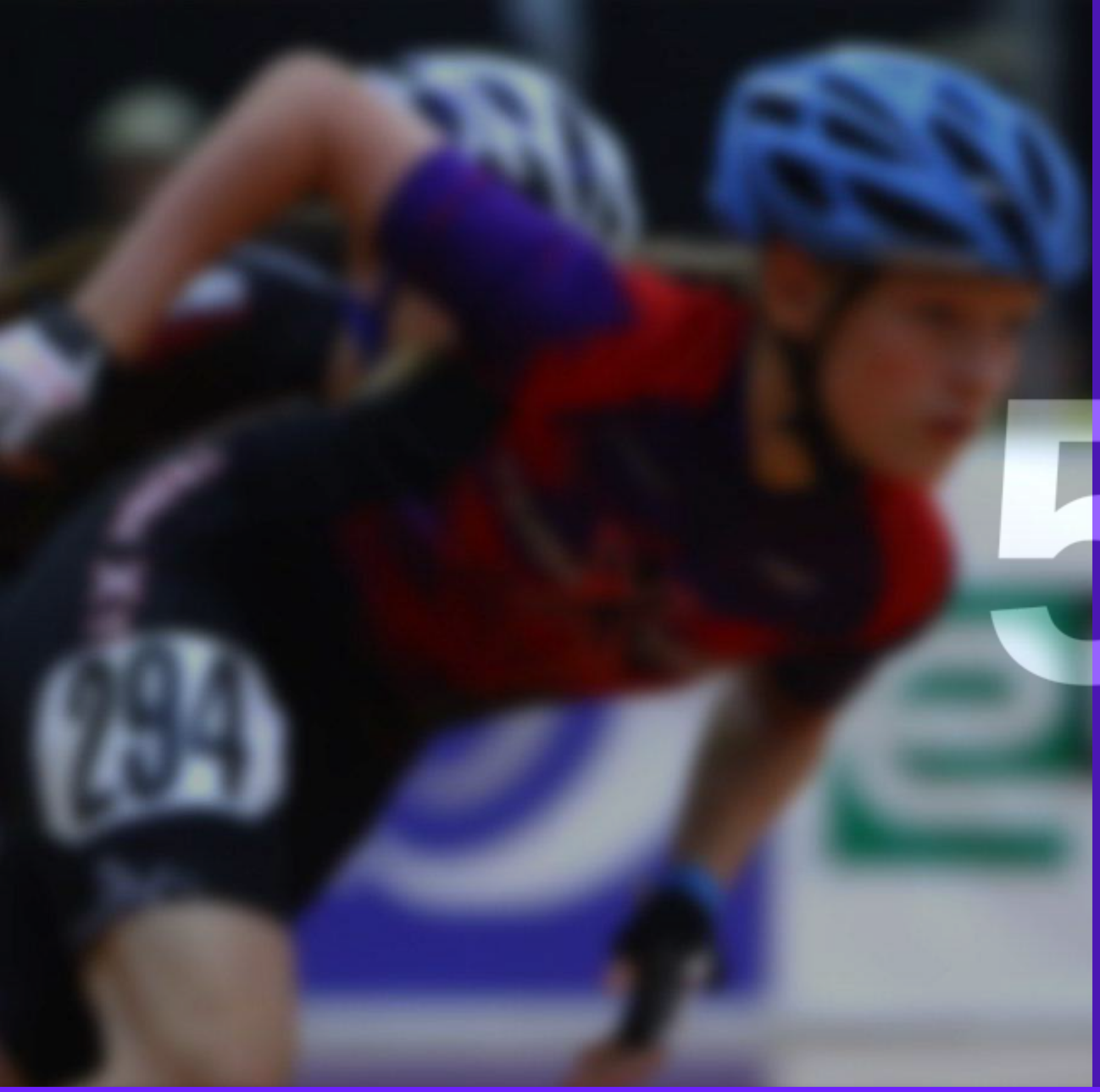
Prepare your 1 minute pitch using Post-Its:
60 seconds, 8-9 sentences

What **problem** are you addressing?
Describe a **problem** your 'customers' face

What's the problem **causing?**
(Lost time, more cost, frustration, lost customers…) & **how much?**

What do you **plan to do** to solve it?

What will **improve** as a result?
How much?



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How much?

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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 1 minute pitch:

60 seconds, 8-9 sentences

Describe a **problem** your 'customers' face

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(Lost time, more cost, frustration, lost customers…) & how much?

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5

ACTION STEP

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(Lost time, more cost, frustration, lost customers…) & how much?

What do you **plan to do** to solve it?

What will **improve** as a result?
How much?


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

LET'S FOCUS ON TODAY'S PITCH



FUNCTION



KPI's

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

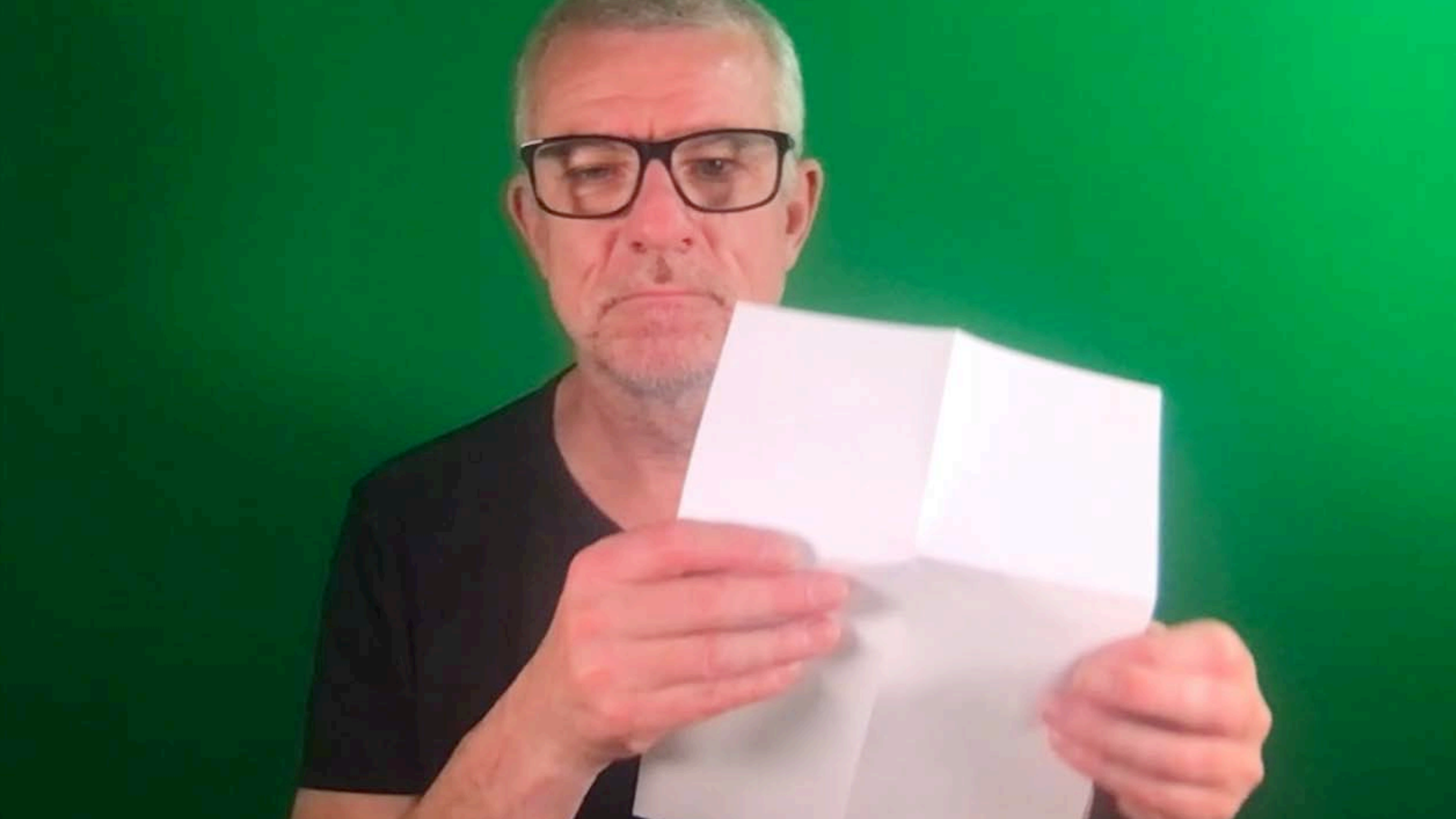



STOP!


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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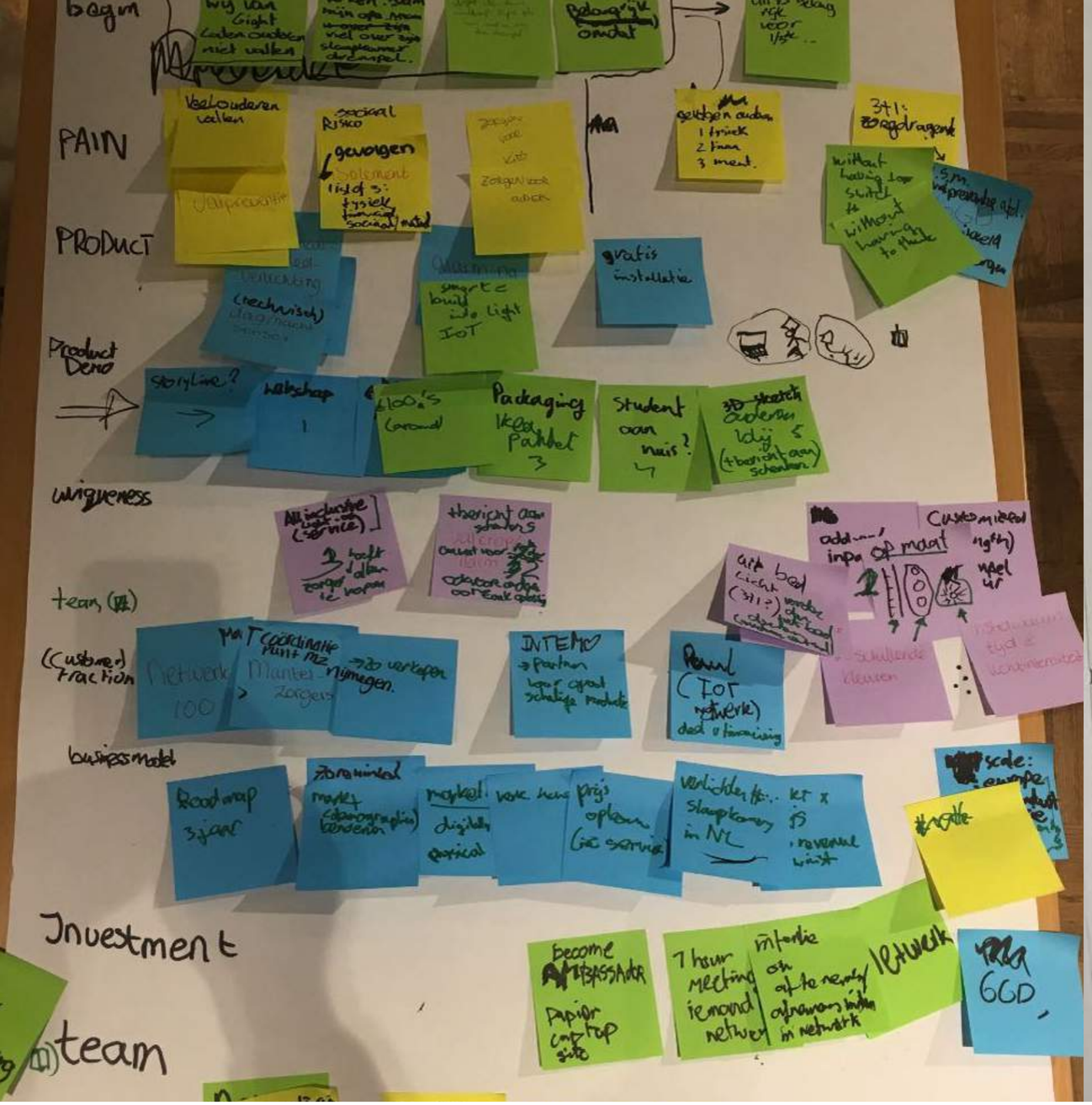
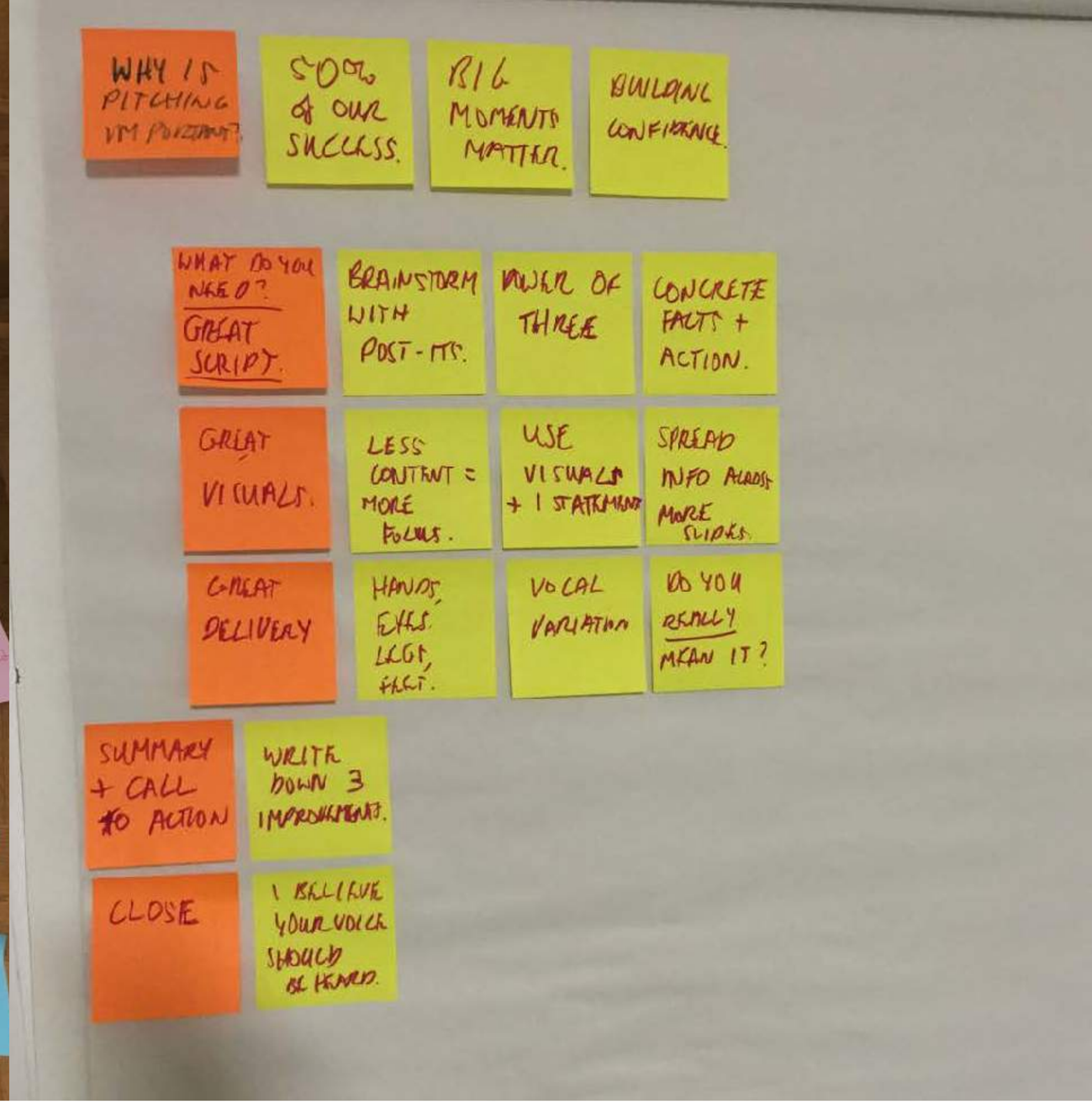

begin
PAIN
PRODUCT
Product Demo
uniqueness
team
(customer) traction
business model
Investment
team
gratis installatie
Packaging
Student aan huis?
INTEMO
Roadmap 3 jaar
become AMBASSADOR
GGD


WHY IS PITCHING VM PORTANT?
50% of OUR SUCCESS.
BIG MOMENTS MATTER.
BUILDING CONFIDENCE.
WHAT DO YOU NEED? GREAT SCRIPT.
BRAINSTORM WITH POST-ITS.
POWER OF THREE
CONCRETE FACTS + ACTION.
GREAT VISUALS.
LESS CONTENT = MORE FOCUS.
USE VISUALS + 1 STATEMENT
SPREAD INFO ACROSS MORE SLIDES.
GREAT DELIVERY
HANDS, EYES, LEGS, FEET.
VOCAL VARIATION
DO YOU REALLY MEAN IT?
SUMMARY + CALL TO ACTION
WRITE DOWN 3 IMPROVEMENTS.
CLOSE
I BELIEVE YOUR VOICE SHOULD BE HEARD.

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

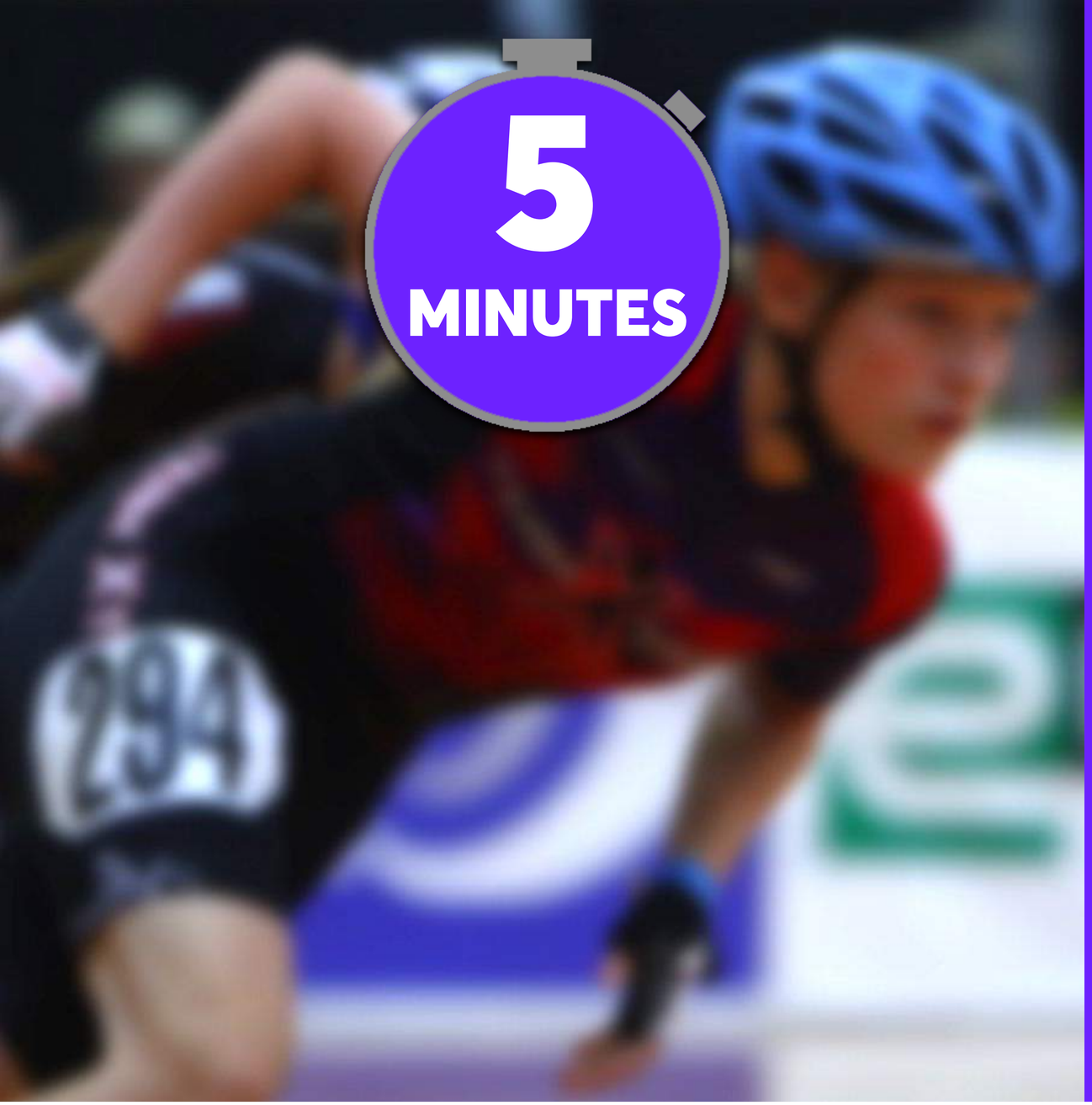
WHAT WILL YOU TALK ABOUT?



FUNCTION



KPI's



ACTION STEP

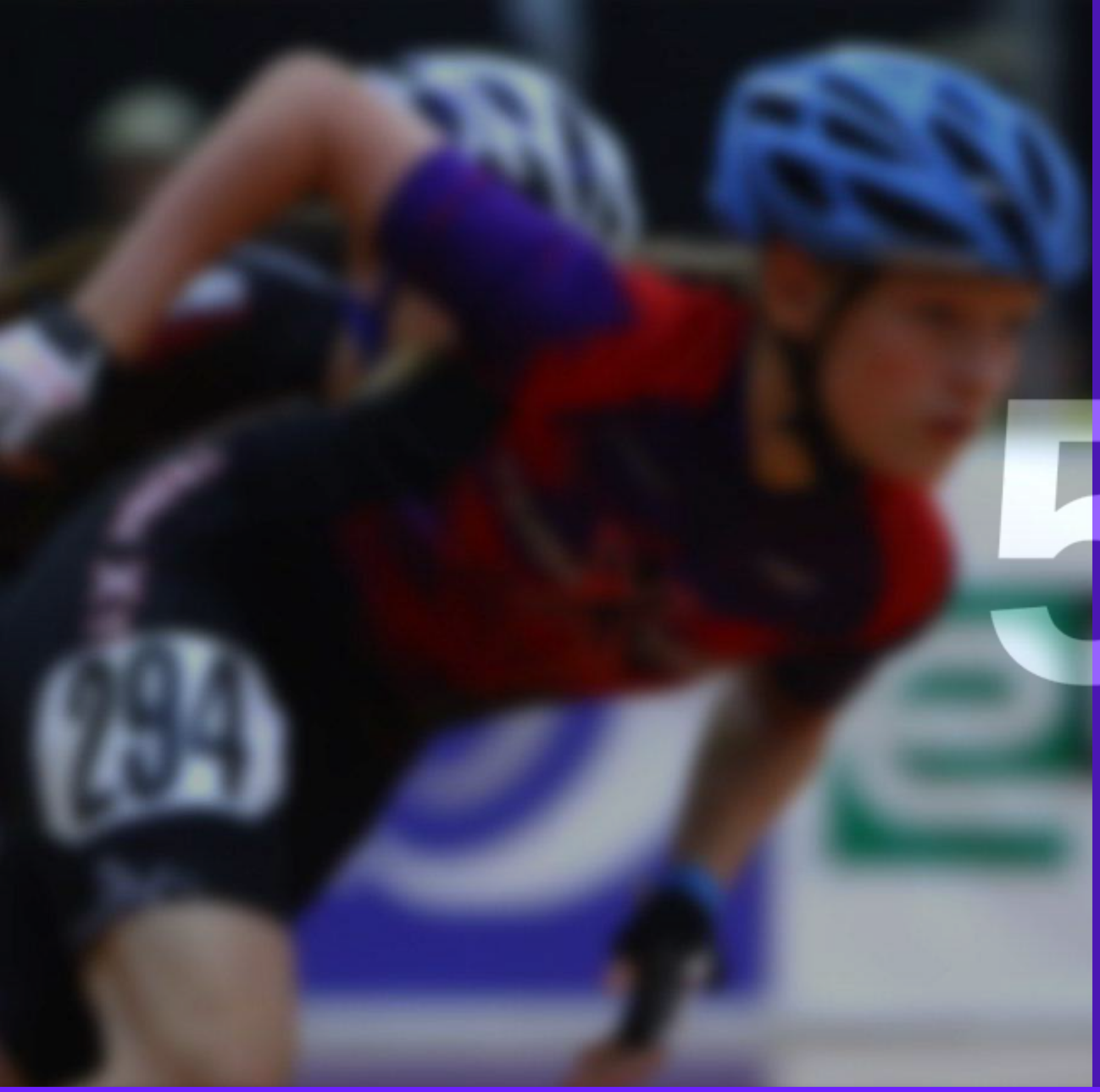
Brainstorm topics for
your pitch today - using **Post-Its**

Function & KPI's

Only the **Headlines:**
one topic per Post-It

Think of them as
Chapters of a book

Don't think too much:
Just Write



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Just Write

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3 more things

TO CONSIDER



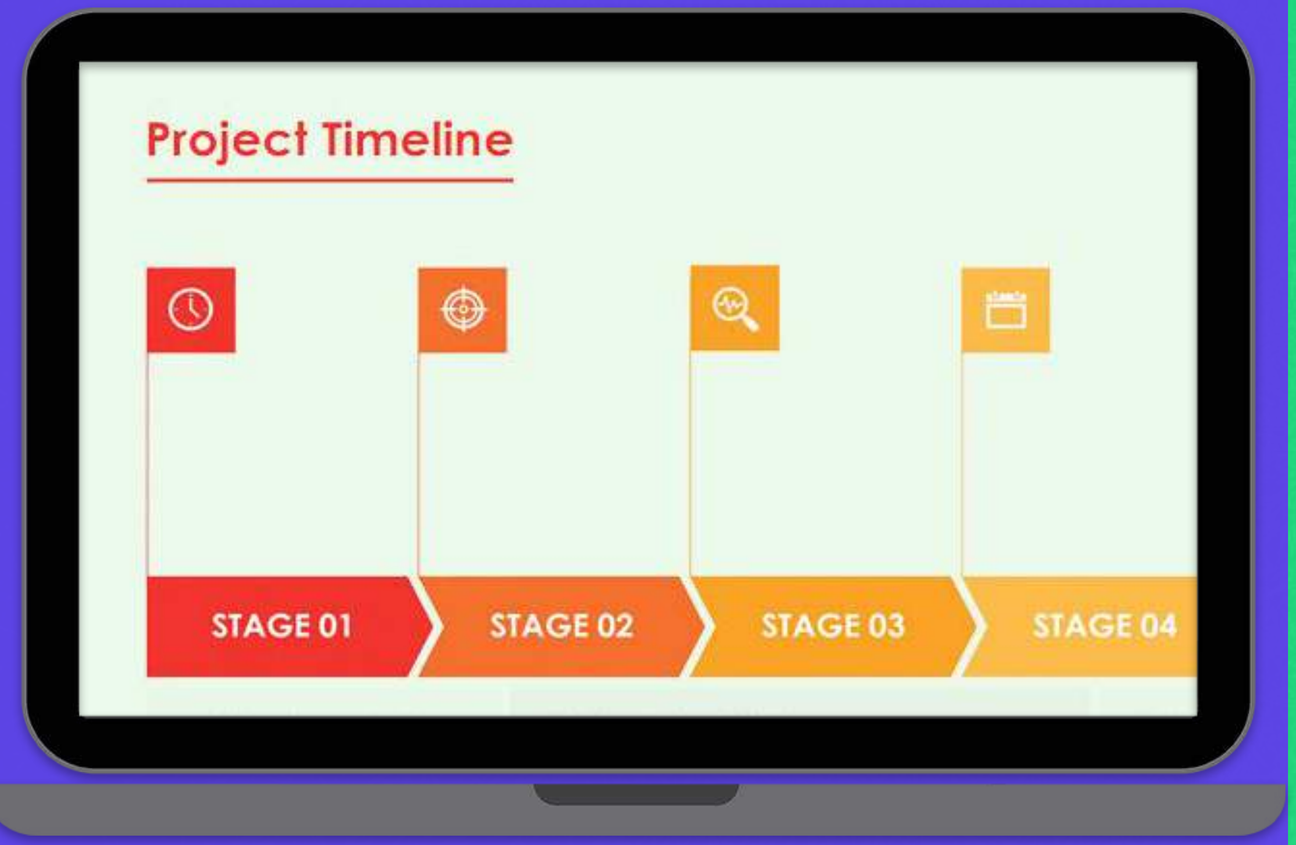
PROOF

Have you **tested** the proposal?

Any **track record**
(past projects, team)
to suggest it will **succeed?**

Anybody in the **organisation**
already **supporting** the
proposal?

FIRST NEXT STEPS



Keep it simple!

3-4 concrete steps

(Link any resources request to the plan)

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!


One more thing...


The Power of
THREE

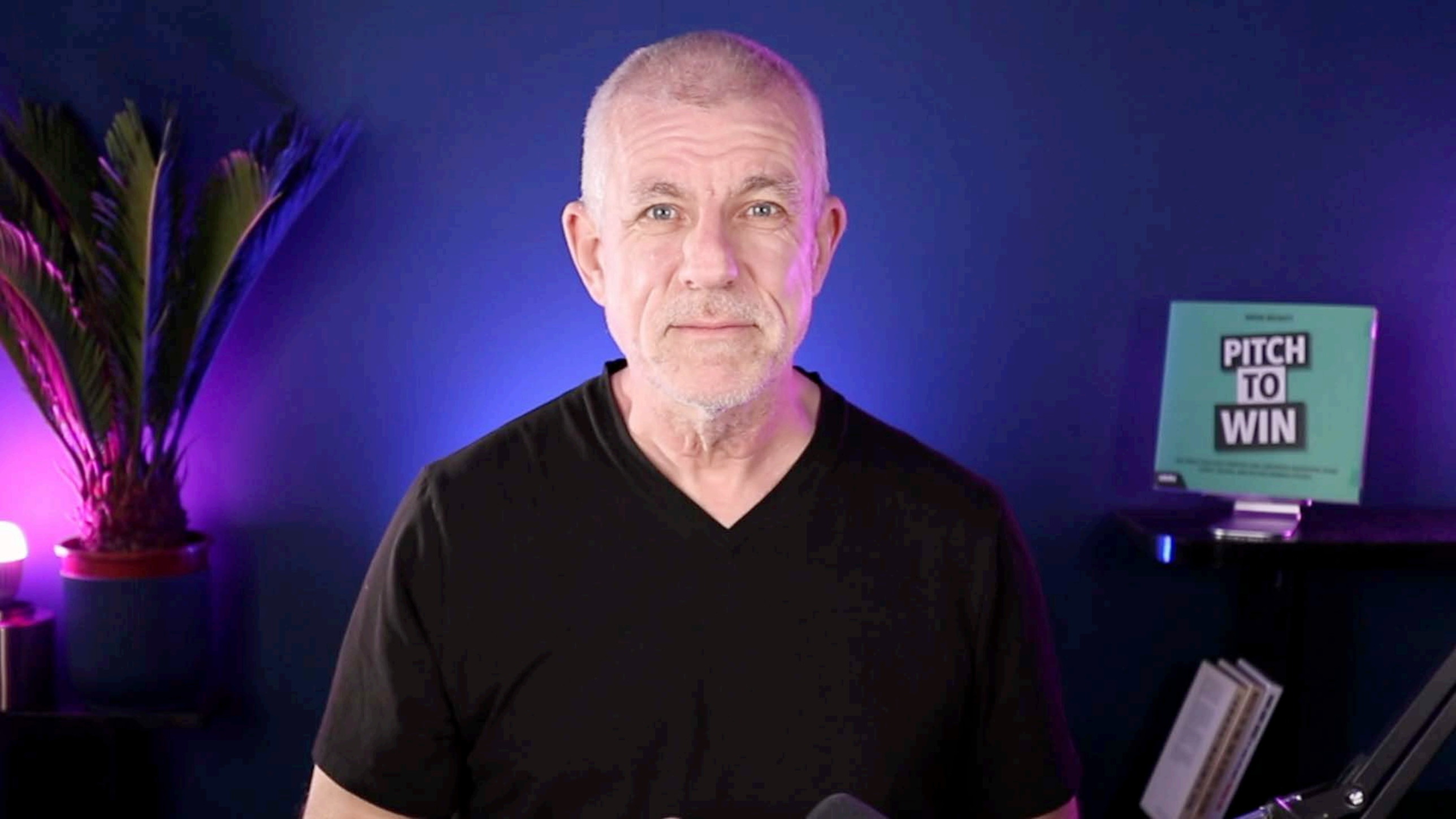
What happens if I say…

“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?

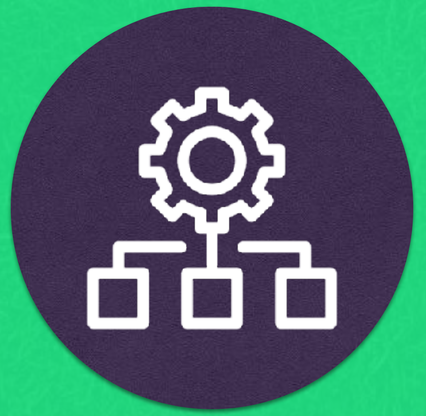
Write down the **3 most important**
things about your proposition;
1 sentence per item.

What are the **NEXT STEPS?**



BRAINSTORM

with Post-Its:
get the
story straight



FOCUS

on key topics
and messages:
Power Of 3!



TEST

in the group,
get feedback,
refine, test

Pitch tools and

RESOURCES







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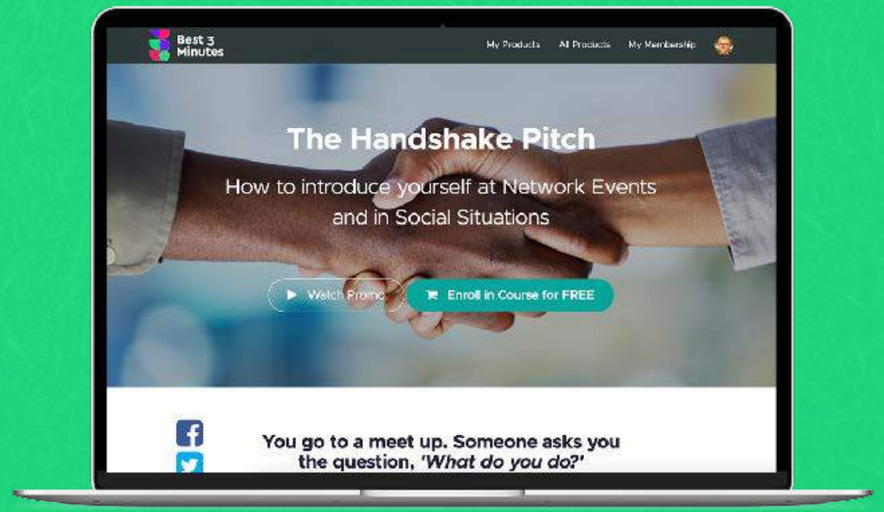

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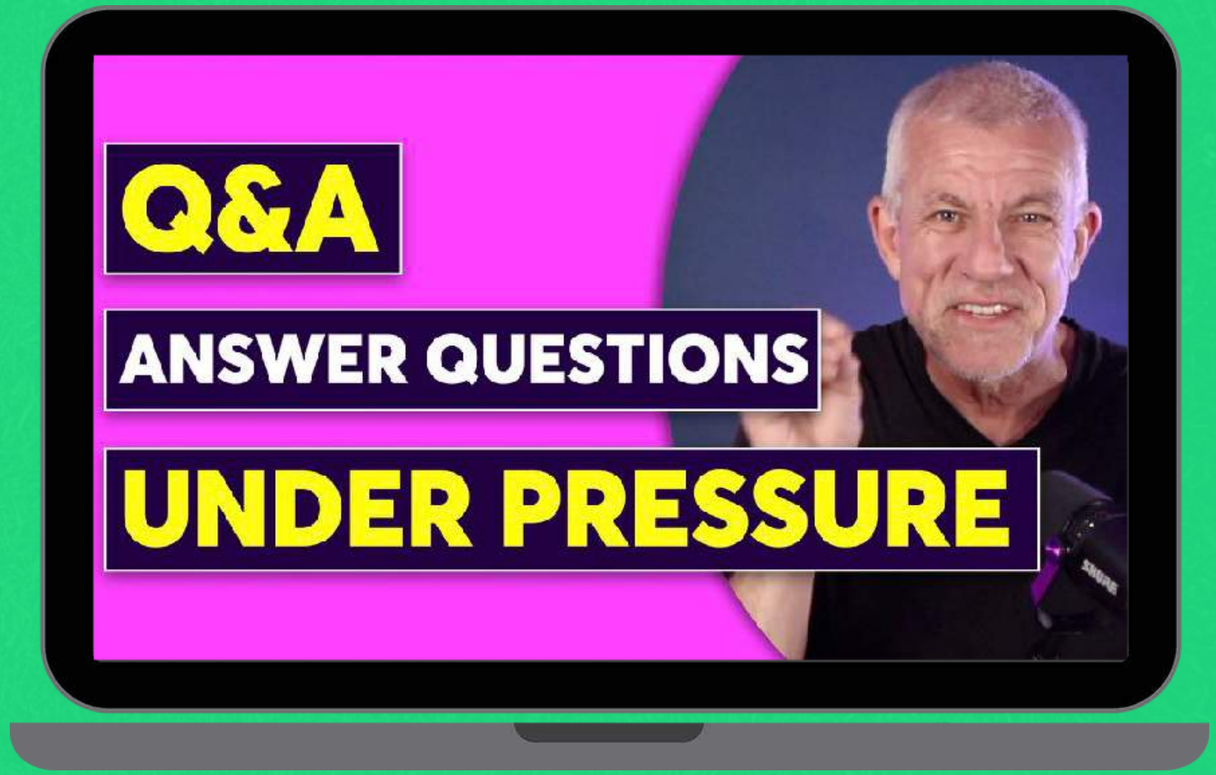
Podcast



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