

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

David Beckett

best3minutes.com

Linked in

Best 3 Minutes





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

David Beckett

best3minutes.com

Linked in

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **40,000+** Professionals

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

Numerous organisations in **THE MICE INDUSTRY**

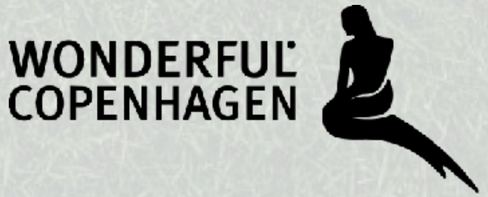





















We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







Long Story
SHORT


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!



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?



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..."?

W [redacted] E info@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach © David Beckett

Make a profile of your 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.

W best3minutes.com E info@best3minutes.com
TW @best3minutes LI linkedin.com/in/davidbeckettpresentationcoach © David Beckett

Establish your Objective

Best3minutes.com/mpinl25


TOOLS

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Success in Your Next Pitch Meeting



Level Up Your Pitch

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 Question...
"WHAT DO YOU
"
"WHAT DO YOU SOLVE?"

The basis of
ANY GREAT PITCH



Someone who **doesn't know much** about your business



They understand **EVERYTHING...?**

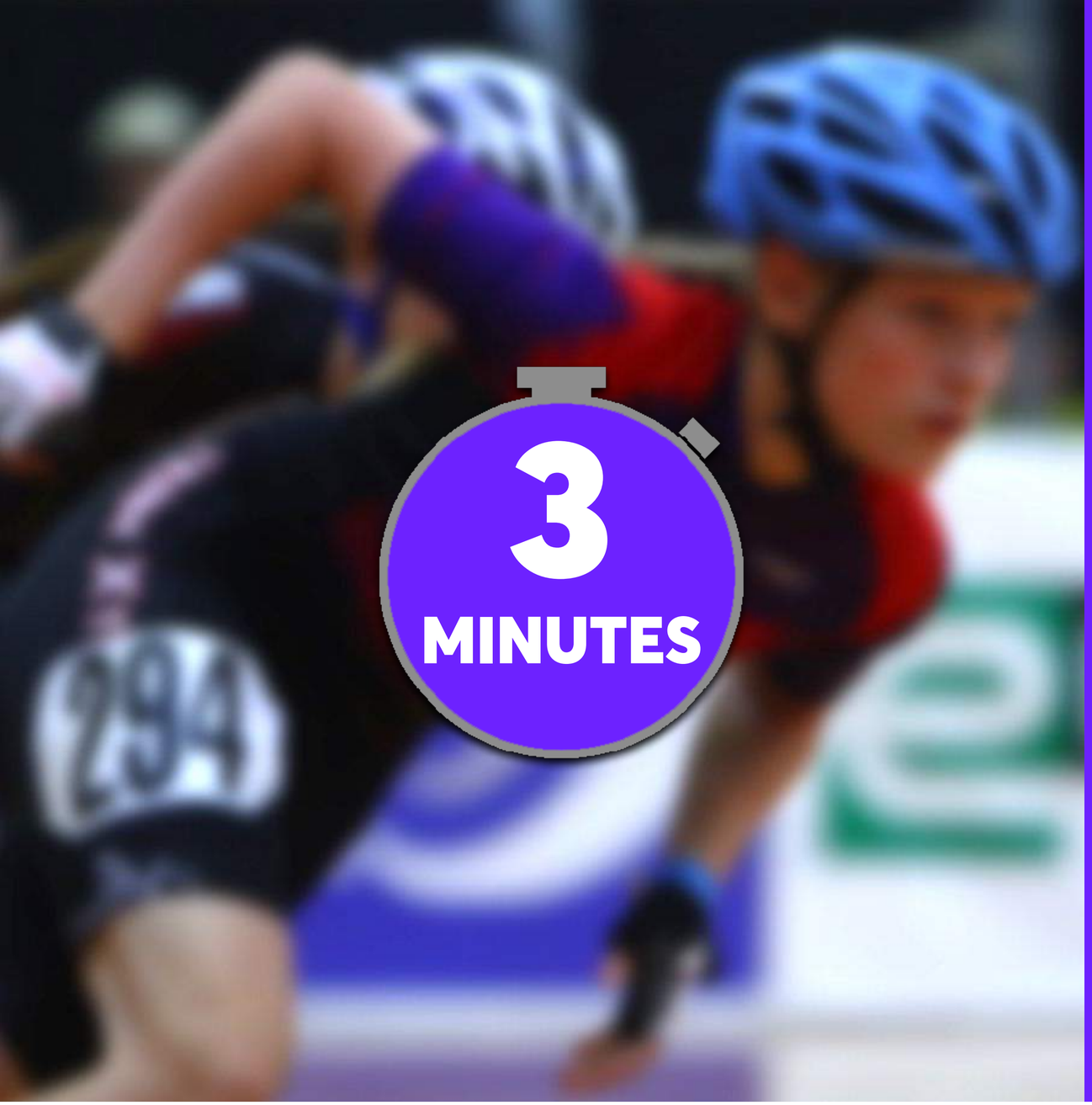
The basis of
ANY GREAT PITCH



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:

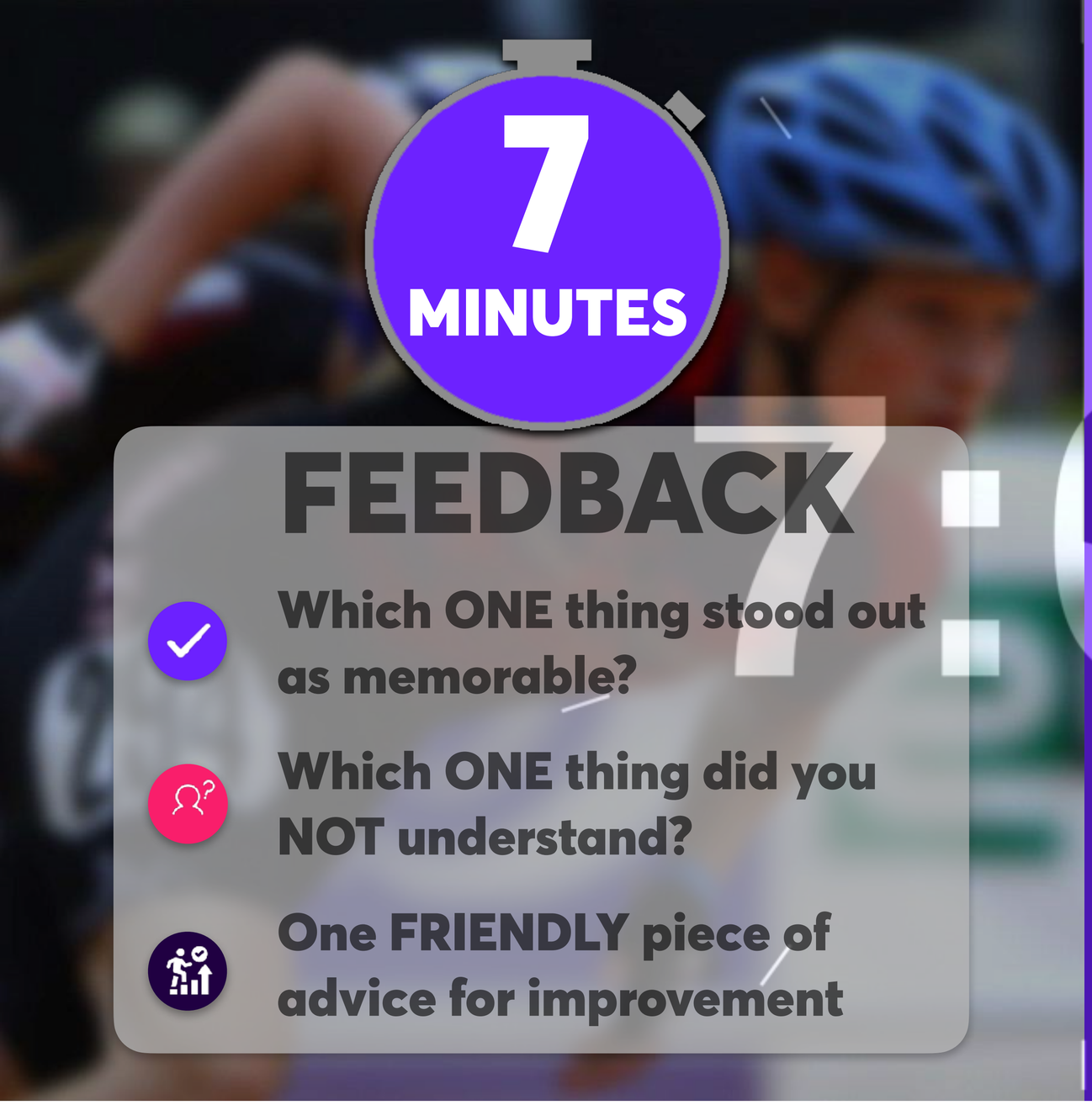
25 seconds, 4 sentences

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

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Success in Your Next Pitch Meeting



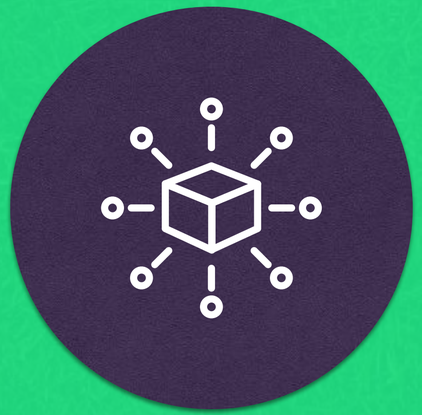
Level Up Your Pitch


We are all trying to
CONVINCE BUSY PEOPLE

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...**

"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

Agenda

- Introduction to the project
- The research we did
- How we set up the project
- The SWOT analysis
- The Project Plan for the coming years
- Key milestones across the project plan
- The Resource analysis to bring it to fruition
- Longer term horizon to see where we go next
- Summary and questions

Project Phases Planning



Key Milestones	Completed by	
	4Q 2023	1Q 2024
Developing a detailed project plan, including timelines and resources.	15 Oct	
Reaching milestones in the development of a new product or service.	20 Dec	
Reaching savings, investment, or debt reduction targets.		2 Jan
Building a functional prototype of the product & Ensuring the product meets quality standards.		12 Feb
Reaching key construction milestones like framing, roofing, and finishing.		18 Apr

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

PEOPLE: Who will help them Succeed


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?

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Success in Your Next Pitch Meeting



Level Up Your Pitch

The Power of THREE



Making your story

FOCUSED & MEMORABLE

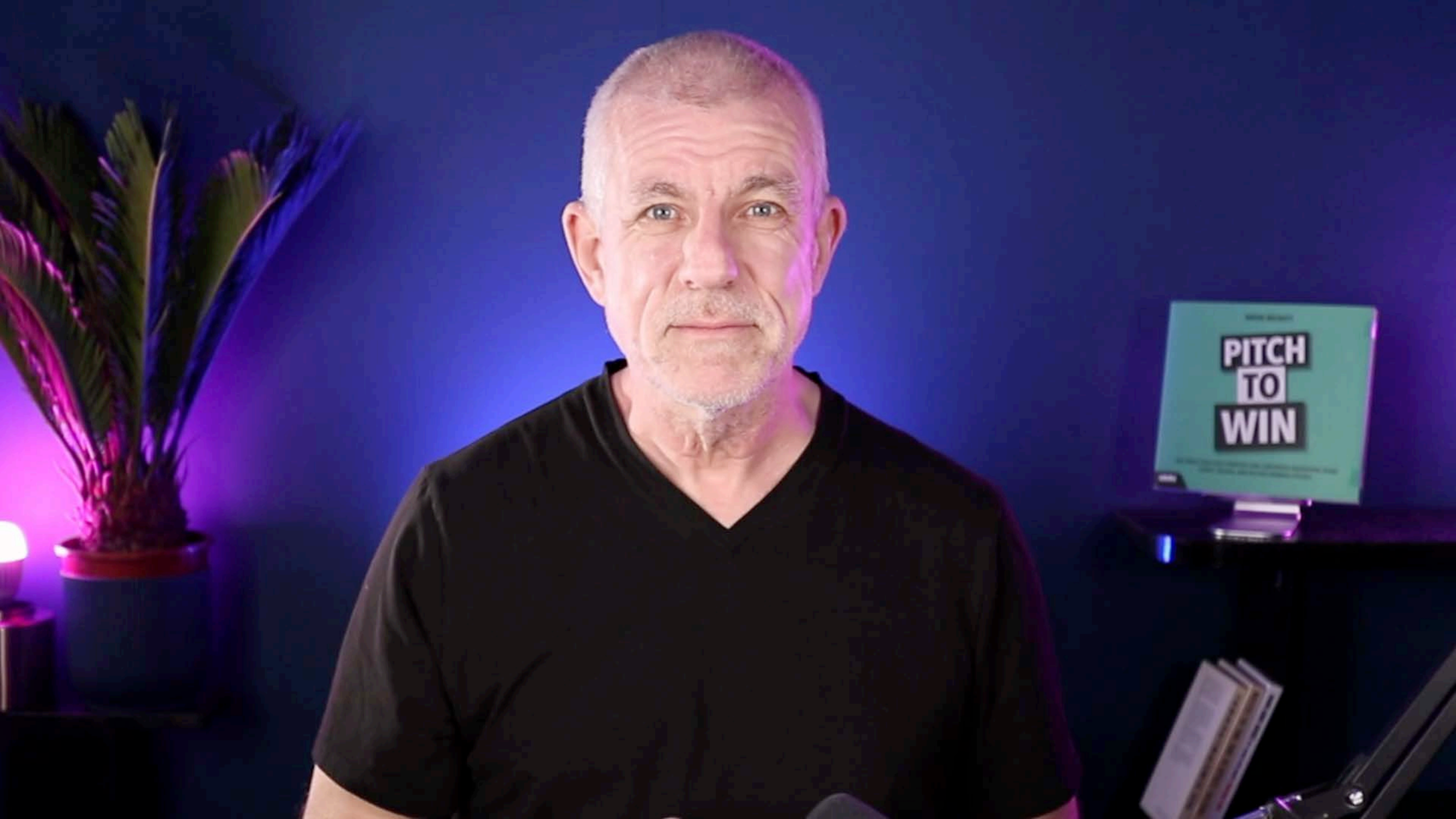
What happens if I say…

“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?



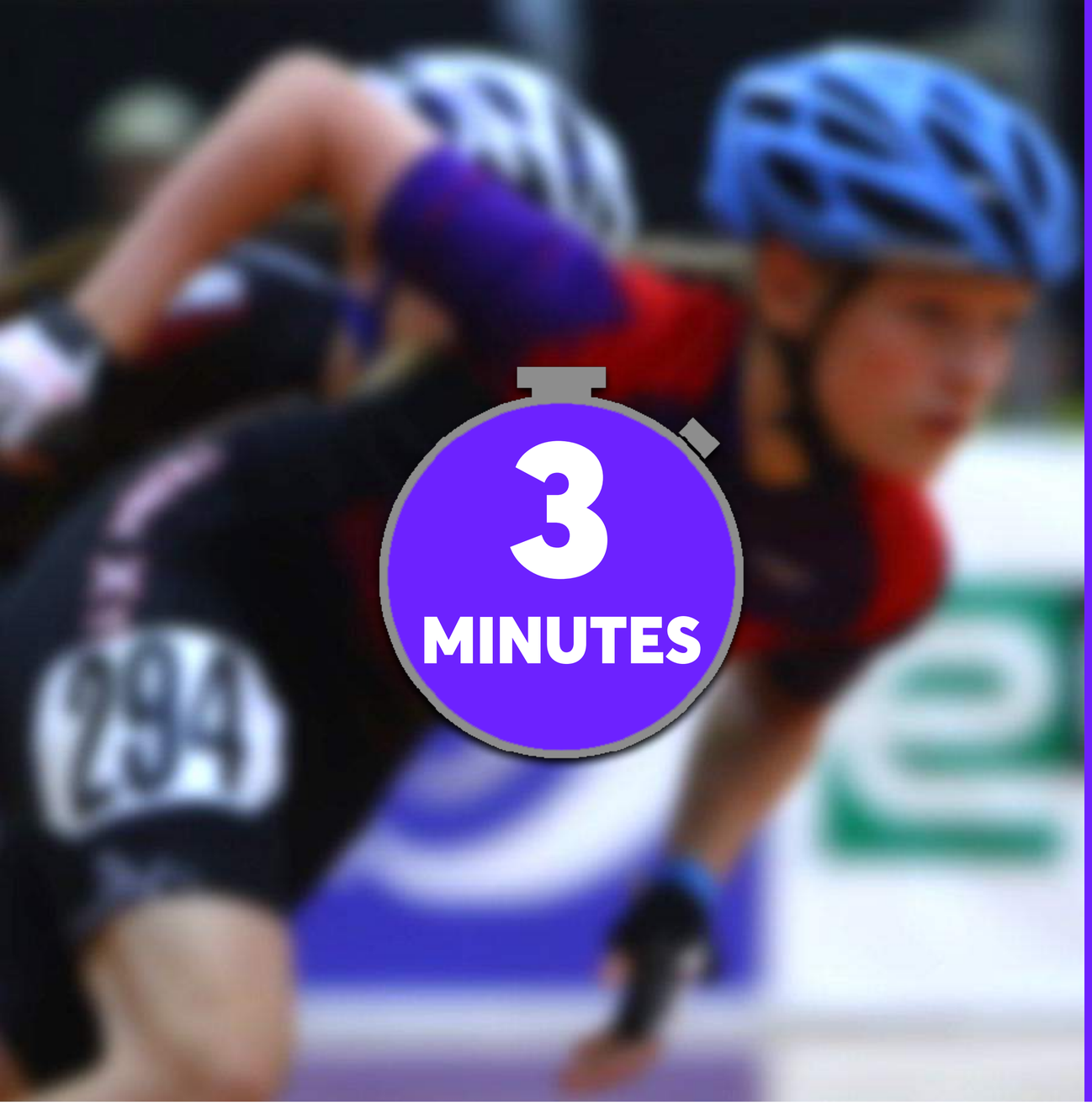
Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri



ACTION STEP

Imagine:

They will only remember
3 things of your handshake pitch.

Which **3 things** would you tell,
that you really want them to
remember?

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



ACTION STEP

Imagine:

They will only remember
3 things of your handshake pitch.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your work;
1 SHORT 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;

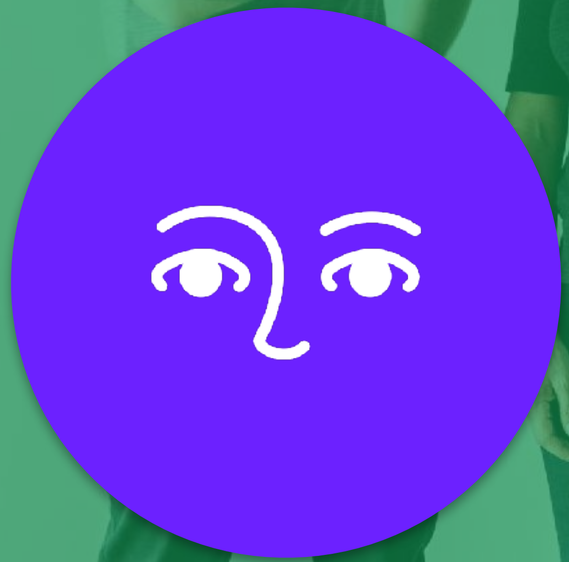
First…

Second…

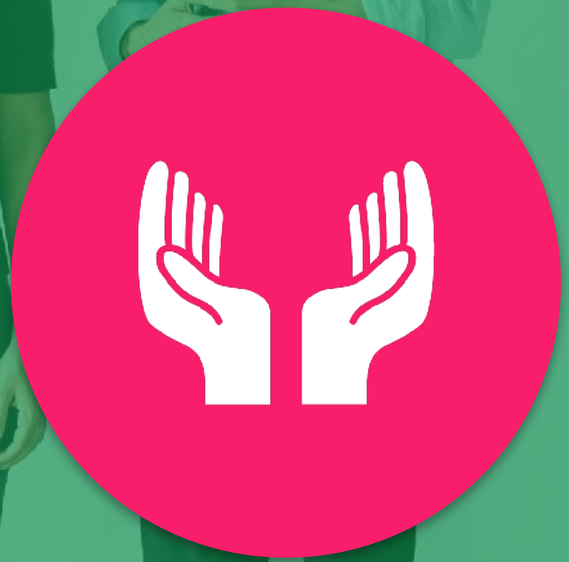
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of **BODY LANGUAGE**



EYES

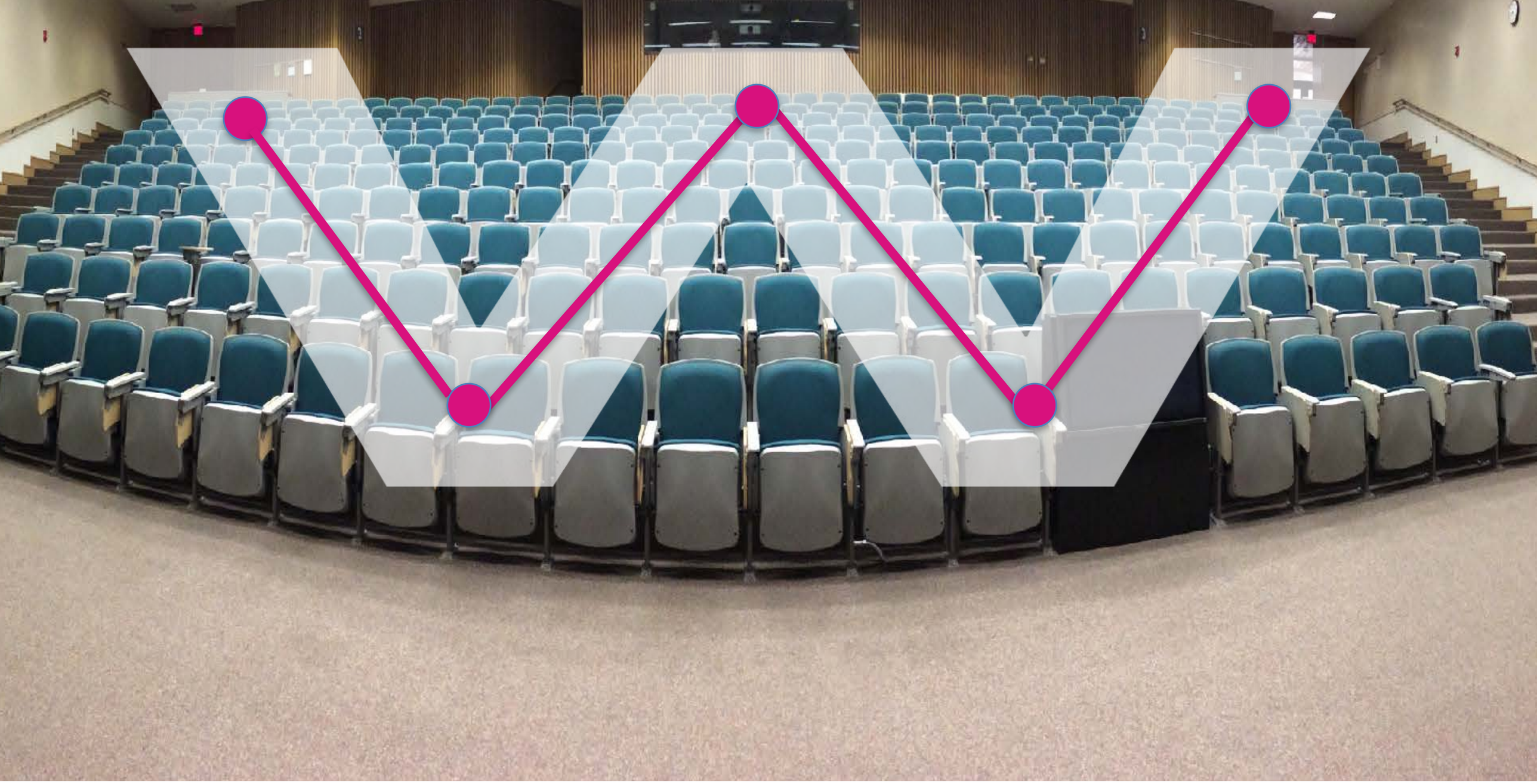


HANDS



LEGS & FEET


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




I WAS ALSO WATCHING
THE OLYMPICS




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


You have a big impact
WITH YOUR VOICE



The **No.1** Reason why
PEOPLE GET CONFUSED


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



AIR in-between each **separate** piece of information





Best way to improve body language?

FILM YOURSELF PITCHING


One more thing...
A personal
PITCH STORY



denk
producties

HANS JANSSEN

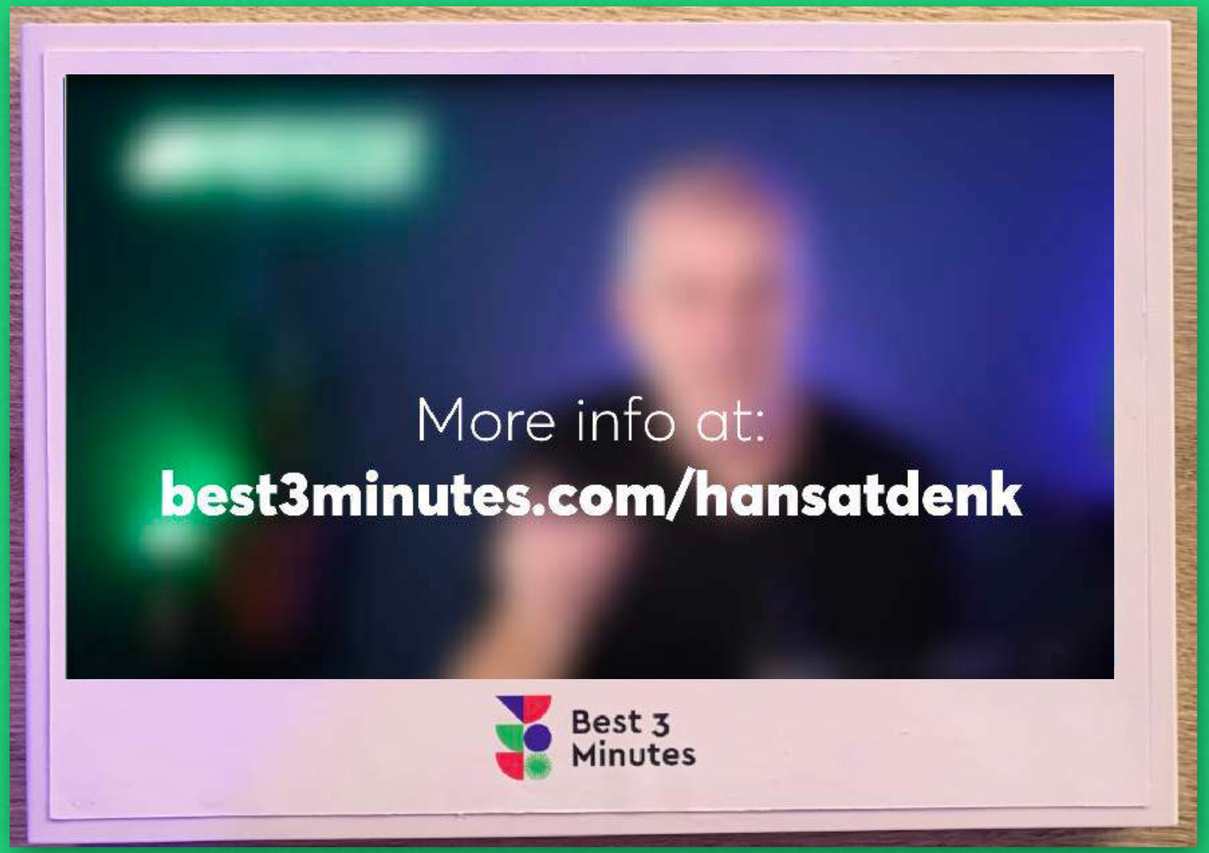


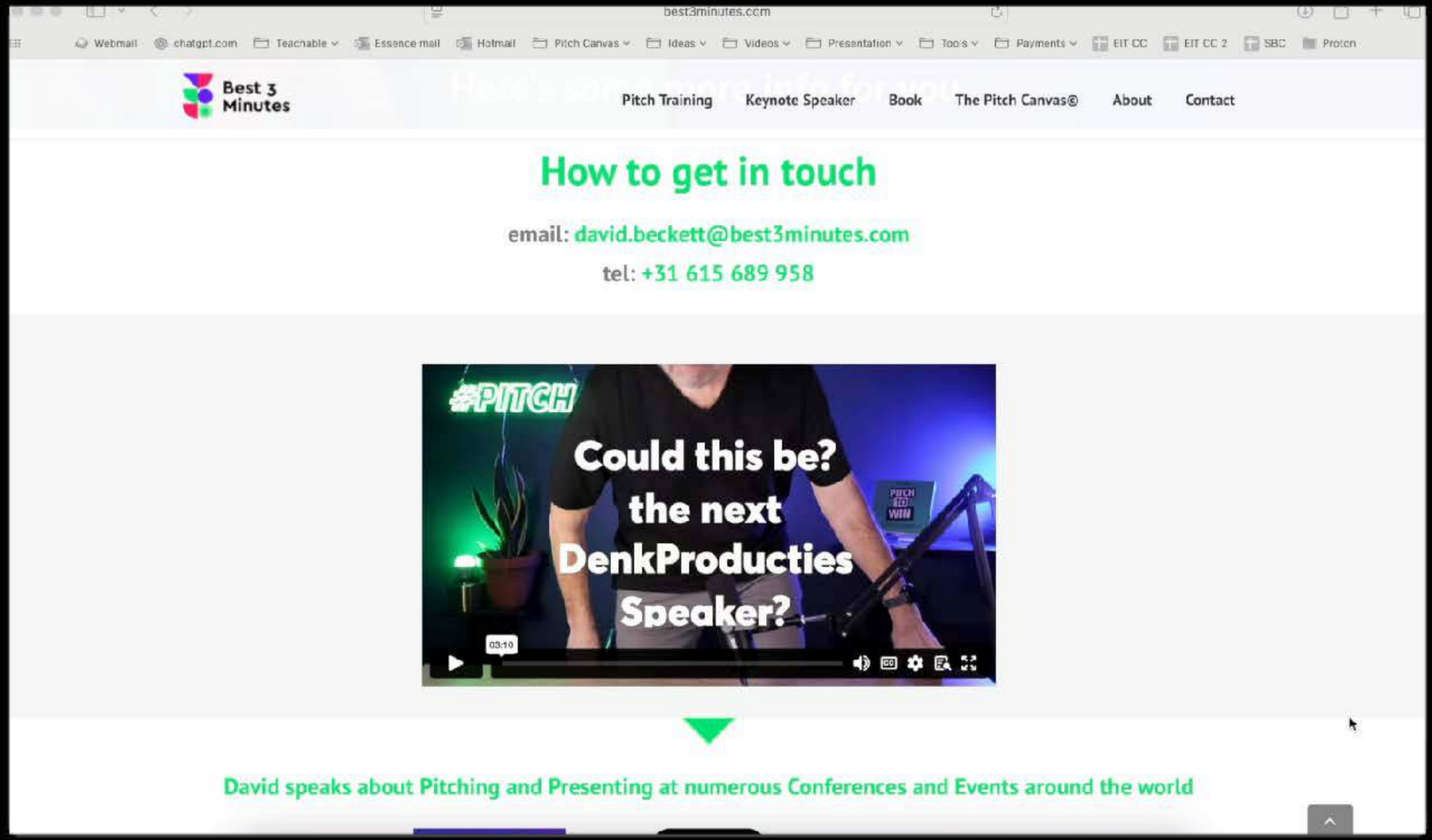


VIENNA
CONVENTION BUREAU


PITCH
TO
WIN


Could this be
the next
DenkProducties
Speaker?


More info at:
best3minutes.com/hansatdenk
Best 3
Minutes


best3minutes.com
Webmail
chatgpt.com
Teachable
Essence mail
Hotmail
Pitch Canvas
Ideas
Videos
Presentation
Tools
Payments
EIT CC
EIT CC 2
SBC
Protcn
Best 3 Minutes
Pitch Training
Keynote Speaker
Book
The Pitch Canvas©
About
Contact
How to get in touch
email: david.beckett@best3minutes.com
tel: +31 615 689 958
#PITCH
Could this be?
the next
DenkProducties
Speaker?
03:10
David speaks about Pitching and Presenting at numerous Conferences and Events around the world

DENK TANK

DE PODCAST VAN DENKPRODUCTIES






PAIN

Pitch tools and
RESOURCES





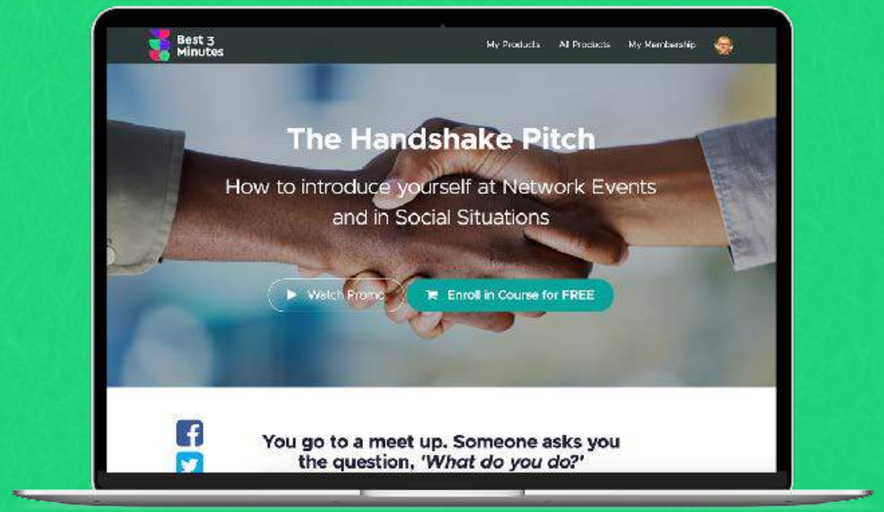


best3minutes.com/mpinl25









best3minutes.com/mpinl25

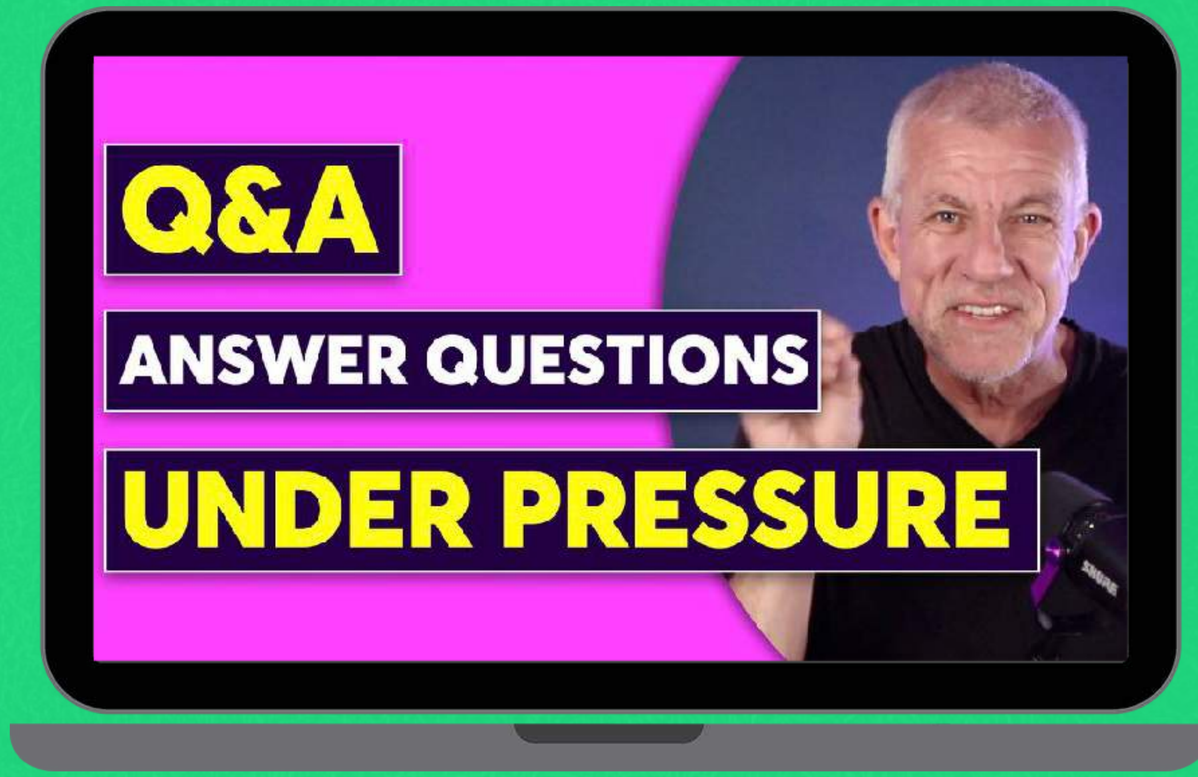








Podcast



YouTube Videos

best3minutes.com/mpinl25



David Beckett

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/mpinl25