

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

David Beckett

best3minutes.com

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Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



33 Countries

TRAINED 41,000+ PEOPLE

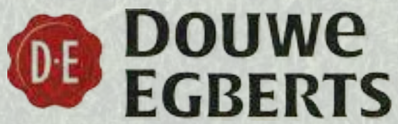








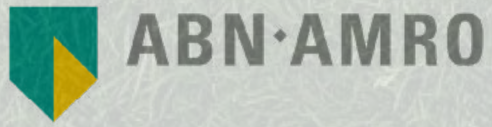

















We are all trying to
CONVINCE BUSY PEOPLE

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

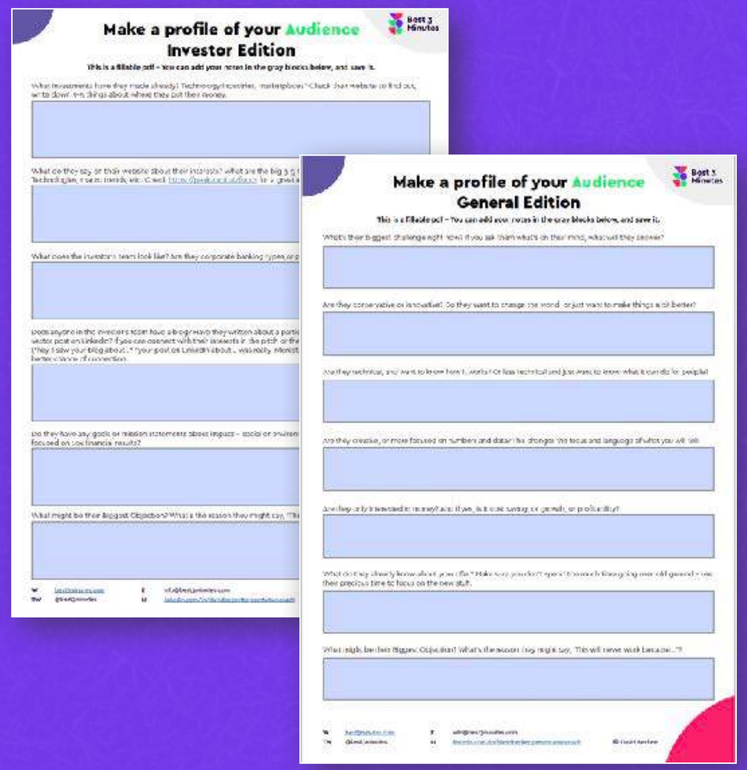
LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?



Make a profile of your Audience



Establish your Objective

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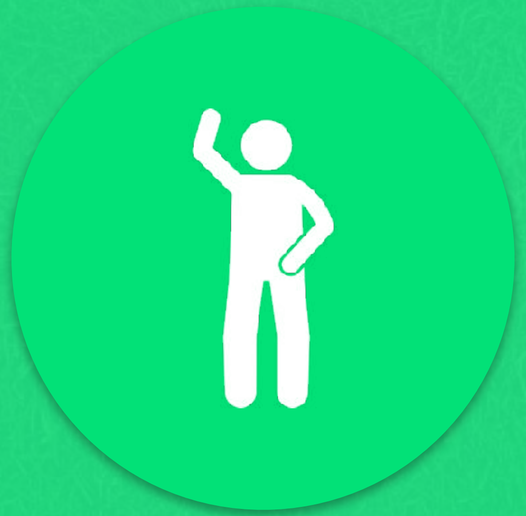
What we'll cover **TODAY**



The Power Of Three



Body Language



Voice

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Structuring Pitch Meetings: Value First



Pitching at a Congress

The most frequent pitch
YOU WILL EVER MAKE




2




25 Seconds - 4 sentences
THE HANDSHAKE INTRO
The Question...
"WHAT DO YOU DO?"


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


"WHAT DO YOU SOLVE?"
"What is the
RESULT of WHAT YOU DO?"

The basis of
ANY GREAT PITCH



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



They understand **EVERYTHING...?**

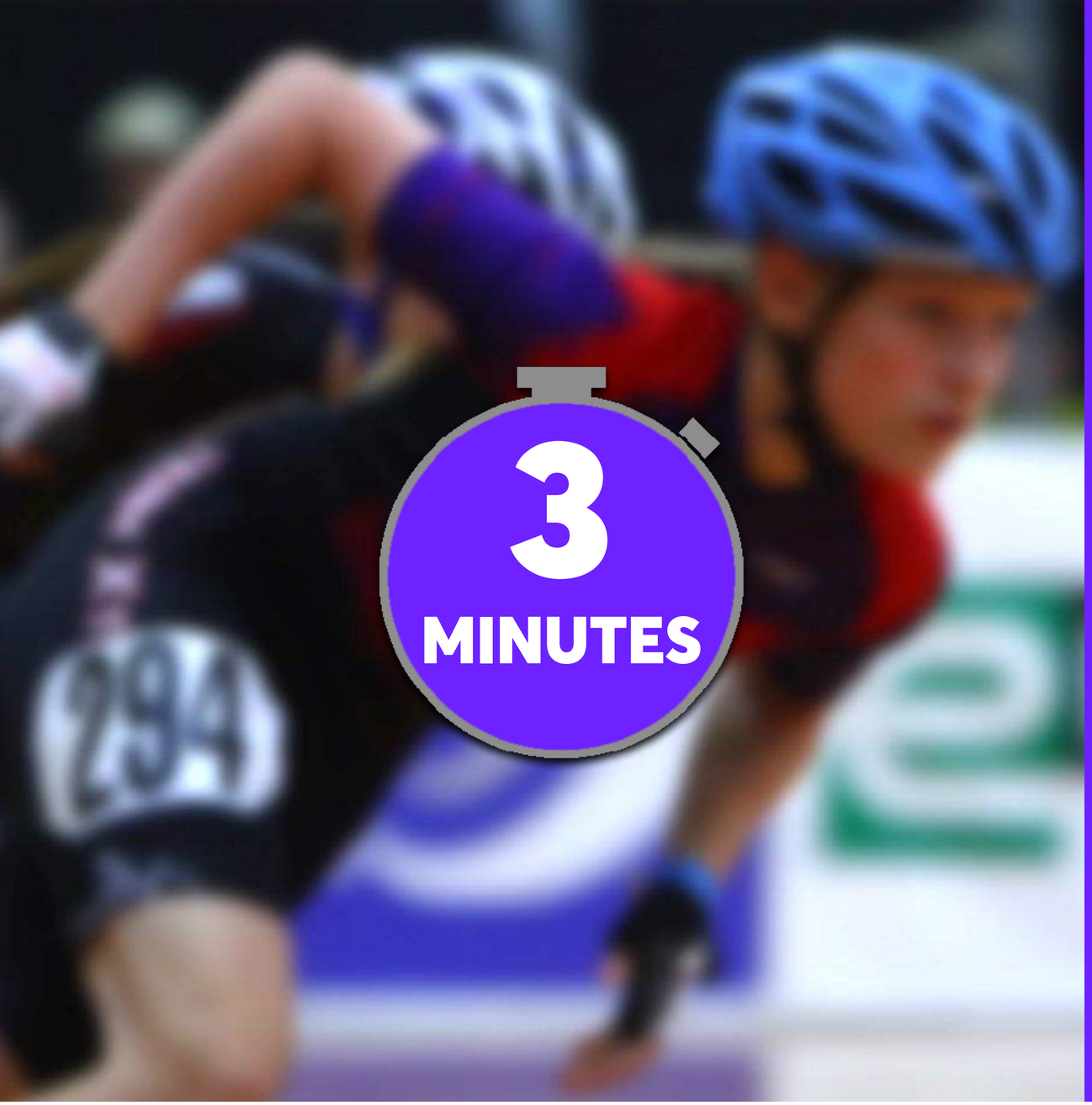
The basis of
ANY GREAT PITCH



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

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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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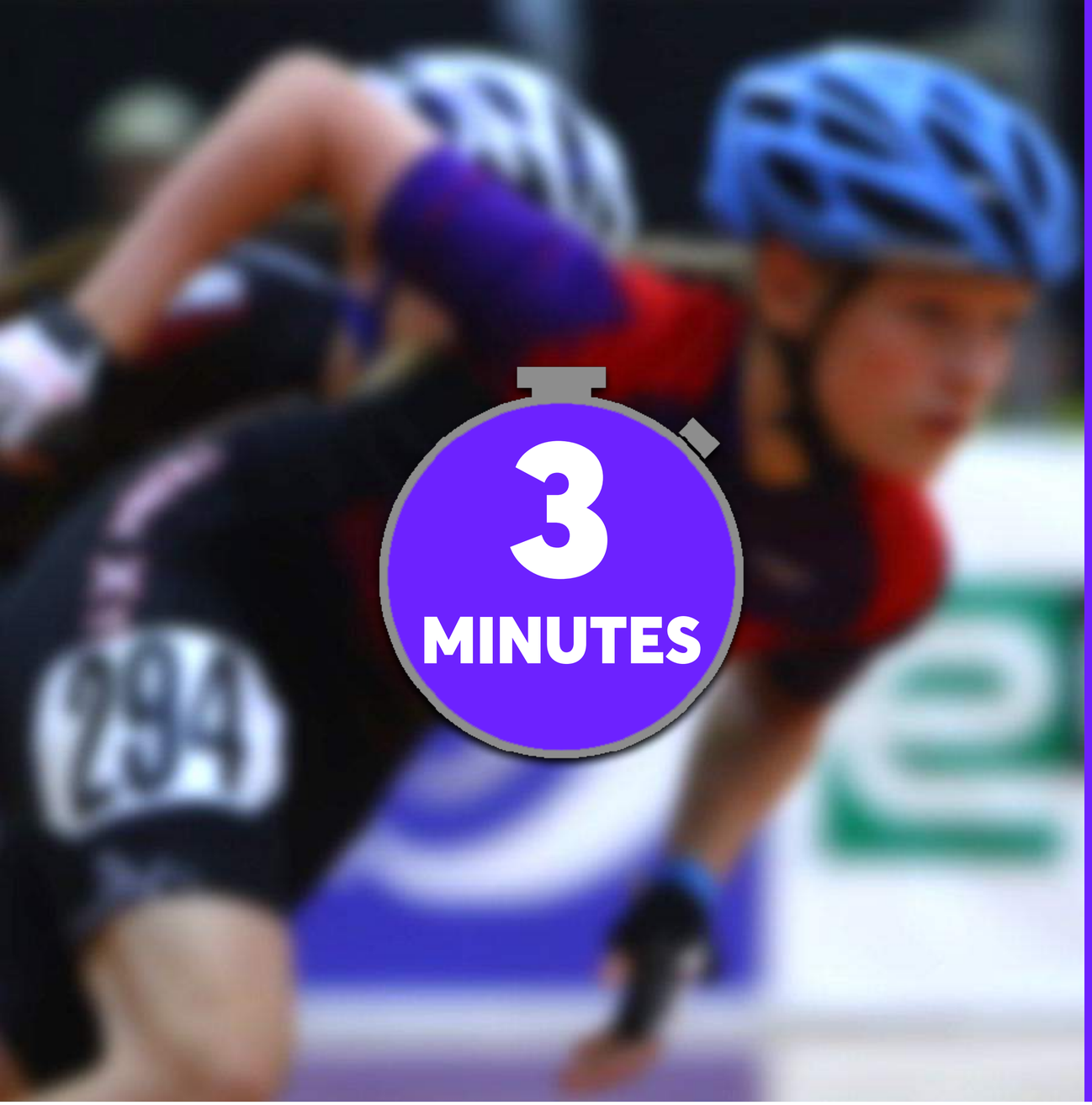

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7 MINUTES

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:

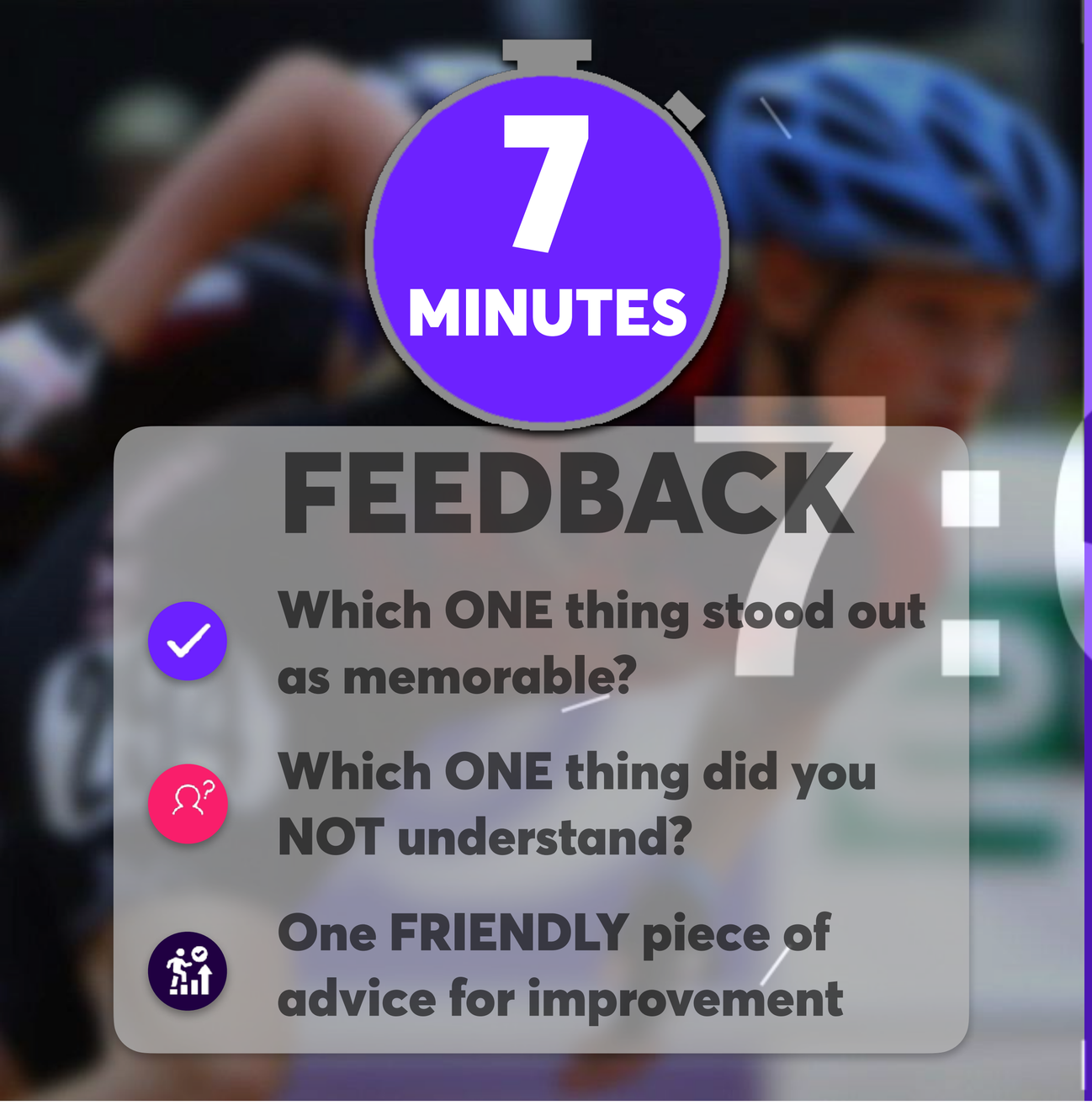
25 seconds, 4 sentences

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

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Structuring Pitch Meetings: Value First

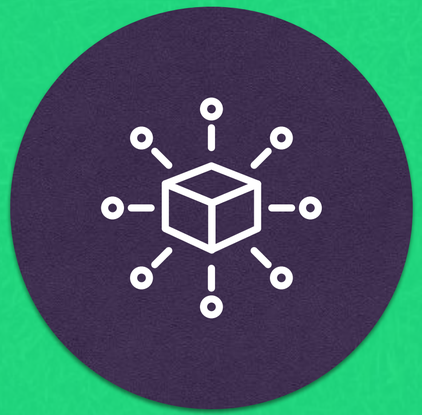


Pitching at a Congress

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



You understand their **Pain**



Your **Unique Product** delivers **Specific Results**



Track Record/Proof **Customer Success & Results**



Team: the people who will help them be successful

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… 🪄

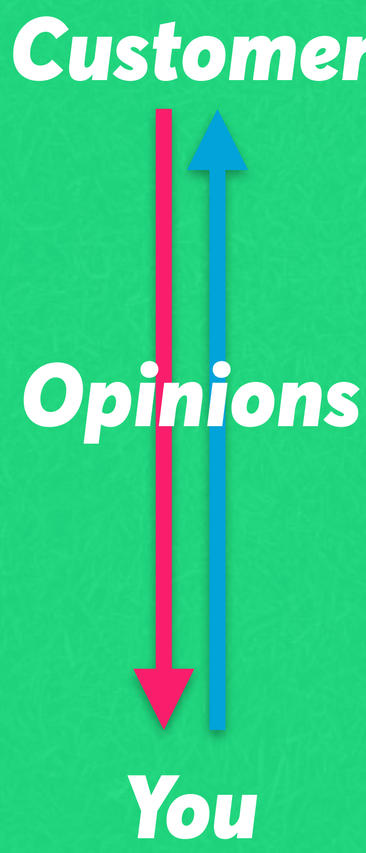
What would you like to know more about?

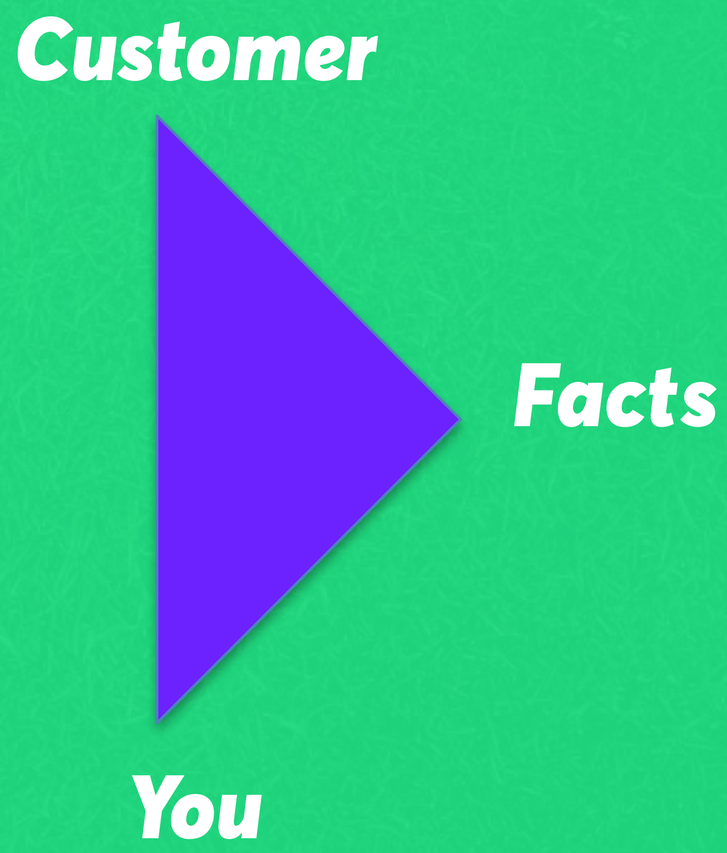


How to convince customers who **DON'T WANT TO ADMIT THEY HAVE A PROBLEM?**

Create a triangle

YOU BOTH OBSERVE THE FACTS





How to highlight pains **TO CUSTOMERS**

"Mr Customer:
YOU'VE got a **PROBLEM**!"

"The companies we talk to **in this industry** are **struggling** with…

It's **costing** them X time/money/ lost customers/wasted…

We're helping them **save** 30% of time/waste/etc by…"

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Structuring Pitch Meetings: Value First



Pitching at a Congress



How to pitch at
A CONGRESS



One Page Guide

PITCH AT A CONGRESS

best3minutes.com/arches26



Focus: How do you **OPTIMISE YOUR TIME?**

WHO'S YOUR AUDIENCE?

Who are you **targeting** at this event?

What do **they CARE** about?

WHAT'S YOUR OBJECTIVE?

What do you want them to **do as a result of meeting you**?

Action, not just thinking



Focus: How do you **OPTIMISE YOUR TIME?**

1

Short Pitch to grab attention

2

Qualify: who are they?

3

Short pitch adapted to their interests


Usually 3 major
TARGET AUDIENCES
CUSTOMERS
PARTNERS
JOURNALISTS

Pitch Your Company at a Congress

How to adapt your pitch to your audience

1. Short opening pitch to grab attention
2. Qualify: who are they?
3. Target pitch to their interests

1 A 5-9 Sentence, 30-60 Seconds Opening Pitch Ready To Go!

- What do you do?
- What problem are you solving?
- Who are you solving it for?
- Have you got any traction? Customers, users.
- What's unique about your solution?

Pitch Your Company at a Congress

How to adapt your pitch to your audience

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2 Ask a Qualifying Question - Who Are They?

- What's your interest here at the event?
- What brought you to our stand?
- How does what I've shown match your interest?

What's your interest here at the event?

What brought you to our stand?

How does what I've shown match your interest?

3 Have a Following 2-3 Minute Pitch Ready for Each Group

CUSTOMER	PARTNER	JOURNALIST
Demo the unique and high value aspects of the product.	Demo the unique and high value aspects of the product.	Why the journalist should write about it? New, first, unique etc.
Tell what customers love about the product.	Share what partners love about the product.	Availability? Where, when?
Explore their needs; how do they see this fitting their goals?	Explore how they see partnership opportunities.	Demo the product if they have time.
Team: what skills will help them succeed?	Team, what skills will help them succeed?	Pricing: 'Starts from', 'Free, with paid additional features.'

FINISH ALL PITCHES WITH A CLEAR NEXT STEP/CALL TO ACTION



Usually 1 major

AUDIENCE TO AVOID

"Oh, I always come to this event, just to see what's happening..."



Give something they can **TAKE AWAY**

Politely but firmly

CLOSE THE CONVERSATION

"Nice to meet you.

You can read more here.

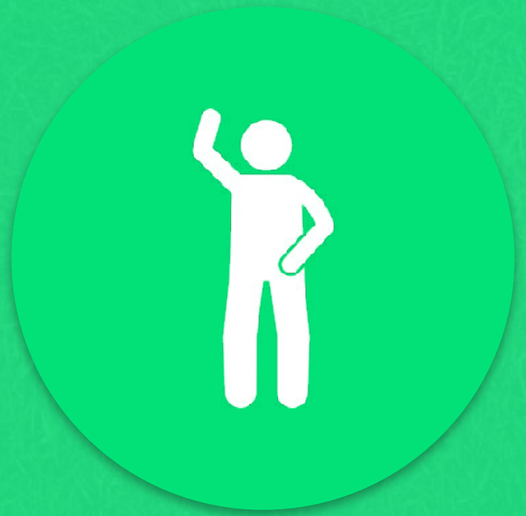
Our website is on the leaflet.

Have a great day and enjoy the event!"

What we'll cover **TODAY**



The Power Of Three



Body Language



Voice

Making your story

FOCUSED & MEMORABLE


The Power of
THREE

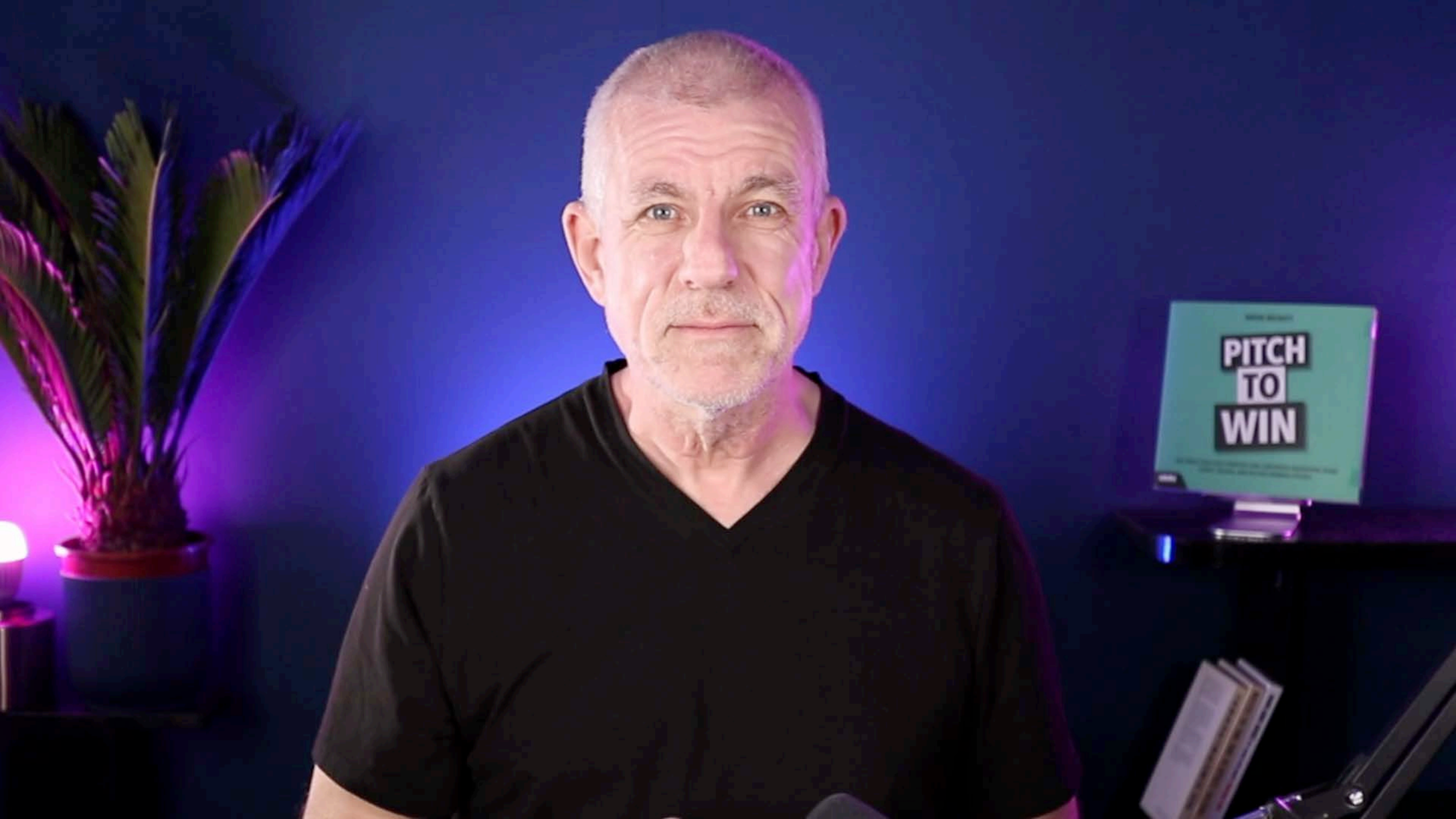
What happens if I say…

“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?


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;

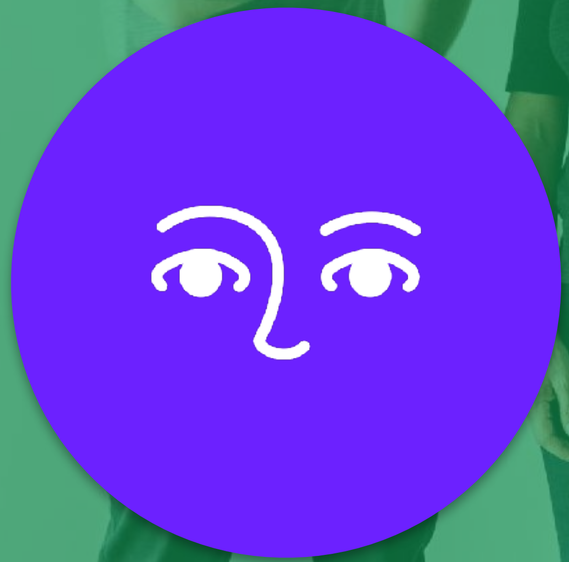
First…

Second…

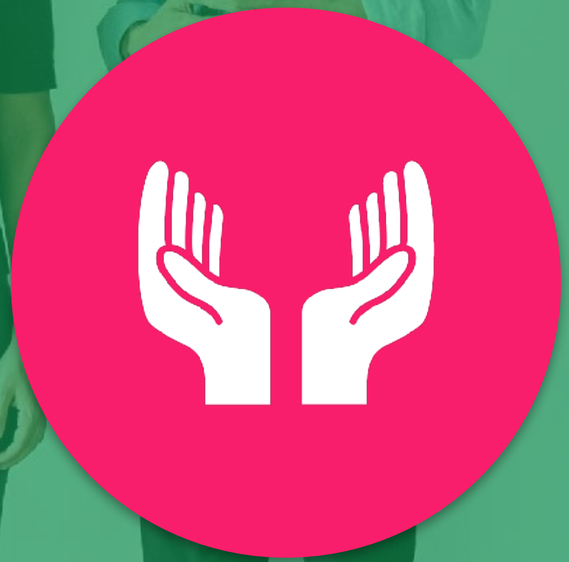
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of **BODY LANGUAGE**



EYES

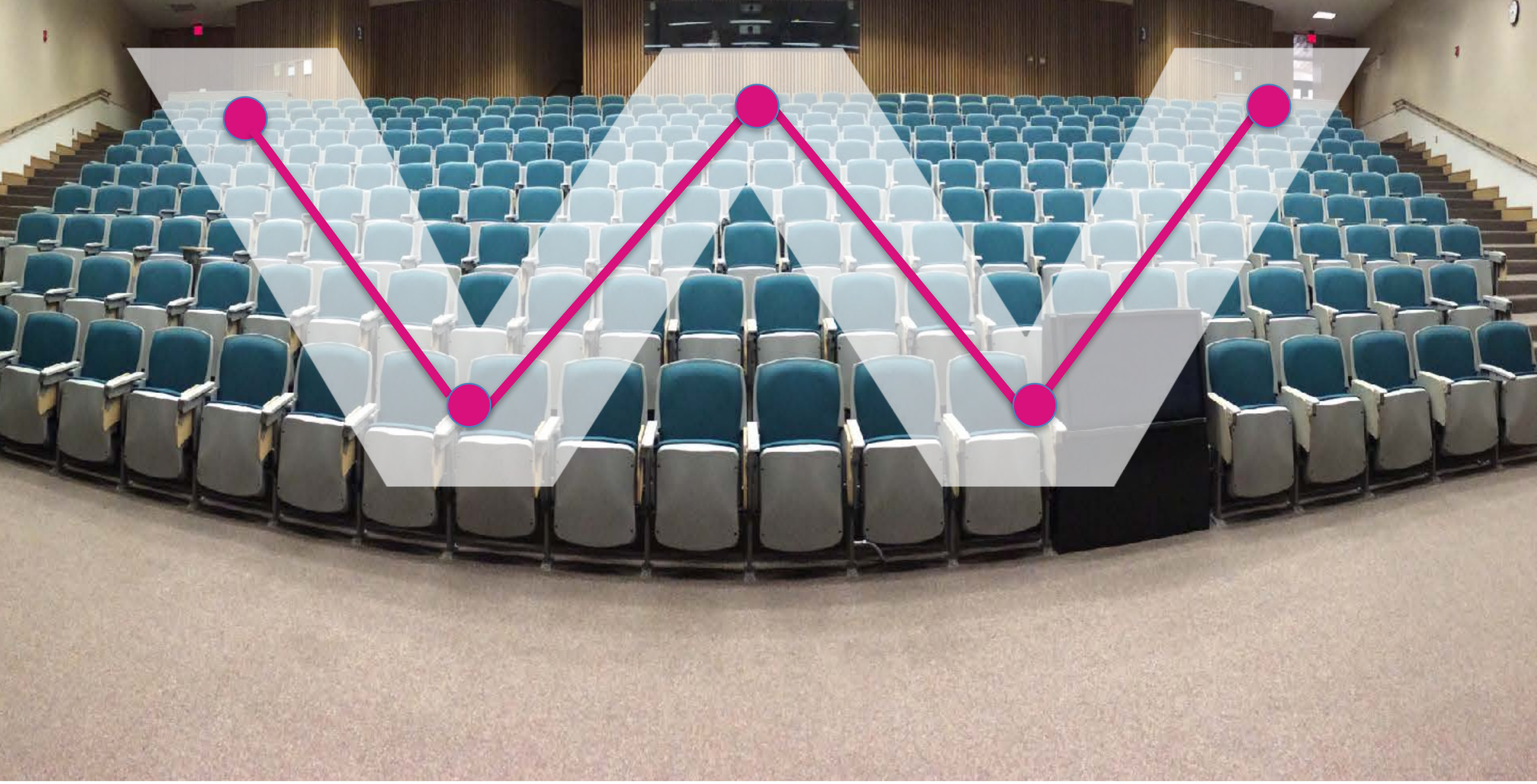


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

In Pockets



Don'ts

In Pockets

Behind Back



Don'ts

In Pockets

Behind Back

On Hips



Don'ts

In Pockets

Behind Back

On Hips

Across Body



Don'ts

In Pockets

Behind Back

On Hips

Across Body

Gripped











Do's

Put emphasis on the words that matter





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising









Do's

Put emphasis on the words that matter

Find a 'rest' position when you are not emphasising

Show the number





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising

Show the number

Separate parties into locations

Get used to
HOLDING A CLICKER




I WAS ALSO WATCHING
THE OLYMPICS



Best way to improve body language?

FILM YOURSELF PITCHING



7 MINUTES

Review Each Film Together

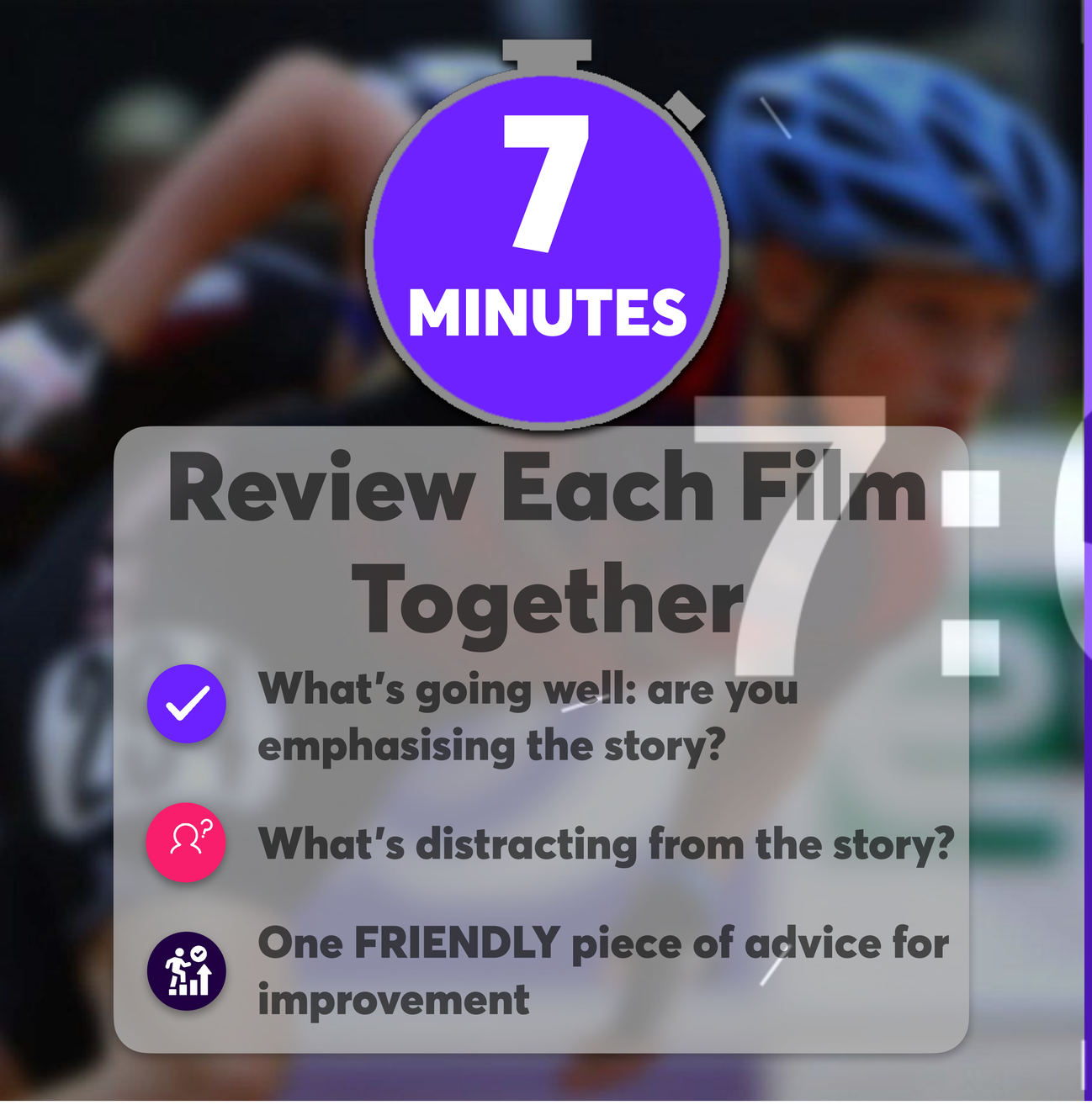
- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

In Pairs: Test & Film
your Handshake Pitch:
(Remember? 25 seconds, 4 sentences)

Focusing on

Hand Gestures



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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




Give some **AIR** around
THE IMPORTANT POINTS


You have a big impact
WITH YOUR VOICE

Make it interesting with **VOCAL VARIATION**




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


What do you want them to
THINK & FEEL?

"Antony said that his boss did not commit a fraudulent act."

"Antony **said** that his boss did not commit a fraudulent act."

"Antony said that **his** boss did not commit a fraudulent act."

"Antony said that his boss did **not** commit a fraudulent act."

"Antony said that his boss did not commit a **fraudulent** act."


Say your key messages
OUT LOUD, IN ADVANCE


THE OLD VIC
AMP SIEGFRIED

Simon Adams Memorial, 22 October 2021 - David Beckett 3 Minutes talk.

Simon was one of the cool kids at school, and – believe it or not – a bit scary from a distance. Spiky hair, pithy comments and red shoes. Up close, I got to know him as an incredibly smart, slightly vulnerable and very supportive person.

We became close friends at 17 on an ill fated school trip to Normandy, where our favourite English Lit teacher went bonkers, got hammered and spent the week swearing at the kids. Simon and I spent endless hours during the trip and long summer days after, analysing this bizarre experience. We moved on to sharing music tastes, ambitions to go to Oxford and Cambridge, and he even popped round for a couple of Friday Night Dinners with my family…

Simon's creative talent got its first real spotlight the following winter, as co-producer and star of the school show, A Christmas Turkey, including a truly hilarious set of Not The Nine O'Clock News-inspired sketches.

Simon took Theatre Studies A level, and I went along with the group to watch shows at The Barbican, The National, and a rather beautiful theatre called The Old Vic. The RSC was the holy grail – Shakespeare the ultimate. Yet as his close friend and co-performer Nick White mentioned when he heard of Simon's passing, 'We thought we were going to be the next Rowan, Griff, Mel, Rik, Ade…' and that fascination with visceral comedy went hand in hand with loftier literary interests.

Simon was an enigma. He was never openly rebellious, yet a picture of him in strict school

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ACTION STEP

Test & Film
your Handshake Pitch:

Focusing on **Word Emphasis**

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



ACTION STEP

7 MINUTES

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


The **No.1** Reason why our
MESSAGE LOSES IMPACT?

Well, it's, um, like, the issue of, er,
what you often hear, I mean,
with people, like, telling things,
you know, with, um, a lot of, like,

FILL WORDS

So why do Fill Words **matter?**


The **No.1** Reason why our
MESSAGE LOSES IMPACT!

3 Steps to

REDUCING FILL WORDS



Analyse & Identify

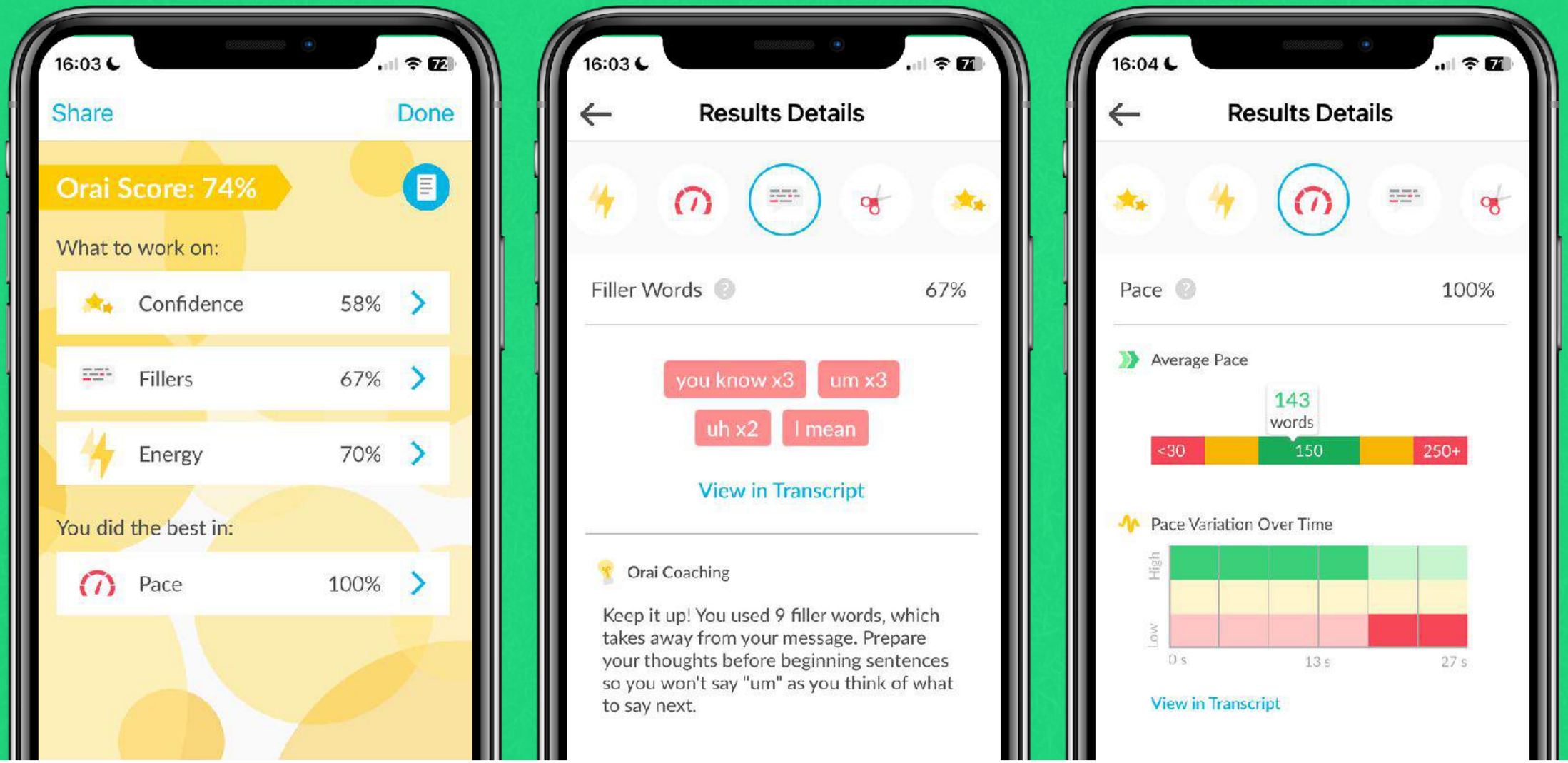


Focus on Silence



Practice & Record

A great tool - ORAI APP



Reduce/Cut out
FILLS & HEDGES

Um, Er, Ah
Like
Kinda
Of course
You know
Obviously
Sortta
So

In my opinion
Basically
Trying to
Hoping to
I believe
I guess
Generally
About

Quick tips to reduce filler words

Focus on finishing your words, and finishing your sentences

Optimum number is 1 'um' or 'er' per minute

Most common filler moments; beginning or end of sentences, transitioning to a next point, and answering a question

Take a half second before starting any communication: a presentation, a demo, an answer to a question

Close your mouth when starting to answer a question

3 Steps to

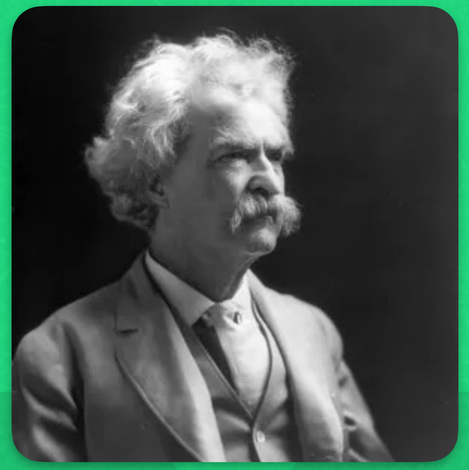
REDUCING FILL WORDS



Analyse & Identify



Focus on Silence



No word was ever as effective as a rightly timed **pause.**

Mark Twain

3 Steps to

REDUCING FILL WORDS



Analyse & Identify



Focus on Silence



Practice & Record

3 Steps to
REDUCING FILL WORDS



Analyse & Identify



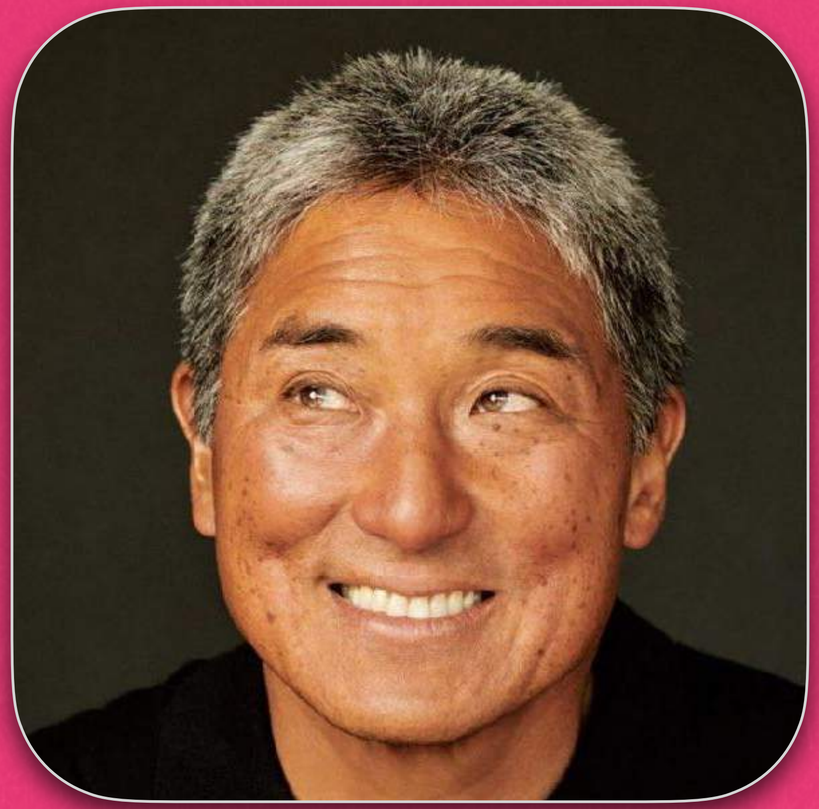
Focus on Silence



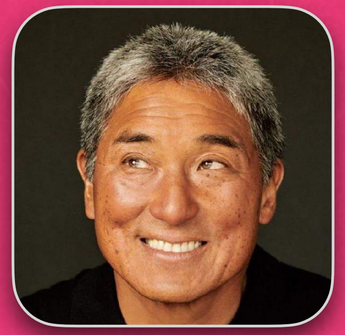
Practice & Record

REPEAT THE WHOLE PROCESS!

How do you pitch **IN AN EMAIL?**



Guy Kawasaki



The 5-Sentence Email

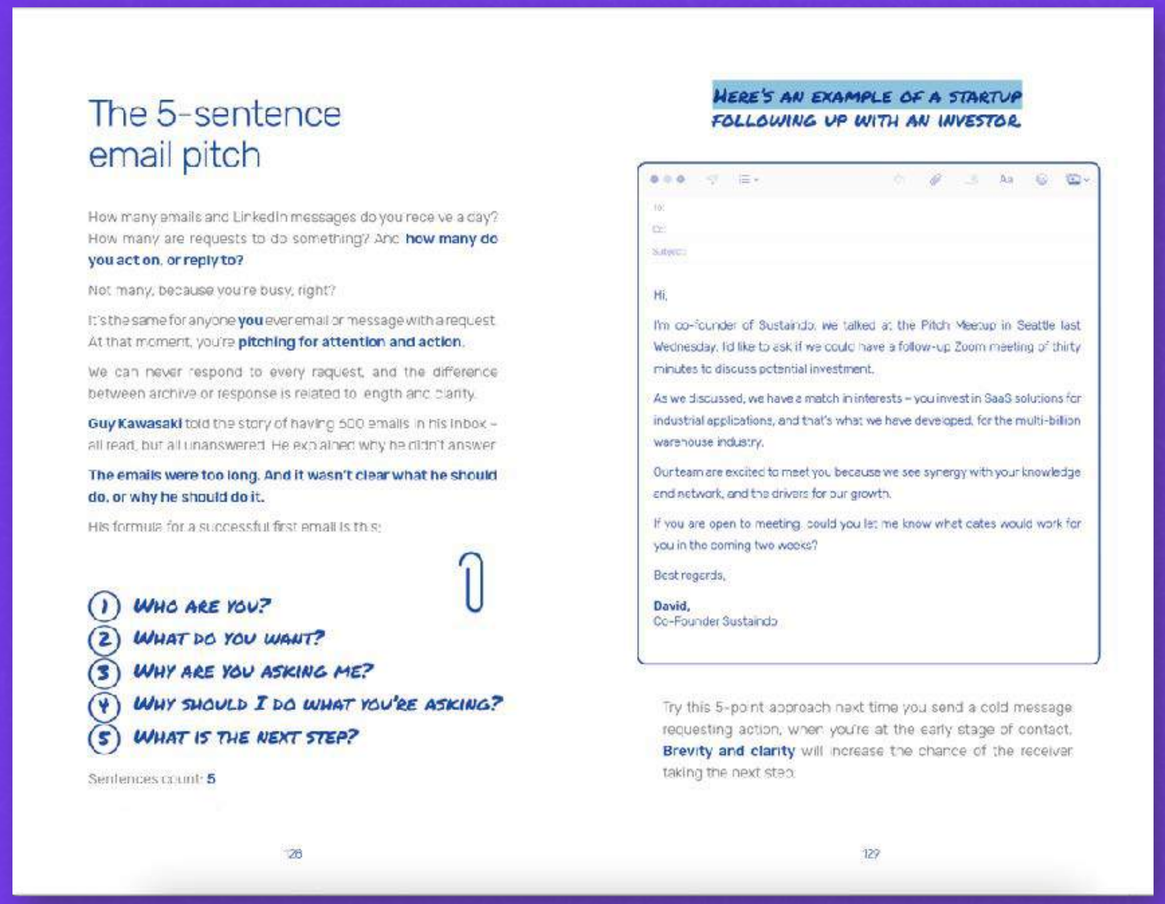
Who are you?

What do you want?

Why are you asking me?

Why should I do what you're asking?

What is the next step?



The 5-sentence email pitch

How many emails and LinkedIn messages do you receive a day? How many are requests to do something? And **how many do you act on, or reply to?**

Not many, because you're busy, right?

It's the same for anyone **you** ever email or message with a request. At that moment, you're **pitching for attention and action.**

We can never respond to every request, and the difference between archive or response is related to length and clarity.

Guy Kawasaki told the story of having 500 emails in his inbox – all read, but all unanswered. He explained why he didn't answer:

The emails were too long. And it wasn't clear what he should do, or why he should do it.

His formula for a successful first email is this:

1. WHO ARE YOU?
2. WHAT DO YOU WANT?
3. WHY ARE YOU ASKING ME?
4. WHY SHOULD I DO WHAT YOU'RE ASKING?
5. WHAT IS THE NEXT STEP?

Sentences count: **5**

HERE'S AN EXAMPLE OF A STARTUP FOLLOWING UP WITH AN INVESTOR.

To:
Cc:
Subject:

Hi,

I'm co-founder of Sustaindo, we talked at the Pitch Meetup in Seattle last Wednesday. I'd like to ask if we could have a follow-up Zoom meeting of thirty minutes to discuss potential investment.

As we discussed, we have a match in interests – you invest in SaaS solutions for industrial applications, and that's what we have developed, for the multi-billion warehouse industry.

Our team are excited to meet you, because we see synergy with your knowledge and network, and the drivers for our growth.

If you are open to meeting, could you let me know what dates would work for you in the coming two weeks?

Best regards,

David,
Co-Founder Sustaindo

Try this 5-point approach next time you send a cold message requesting action, when you're at the early stage of contact. **Brevity and clarity** will increase the chance of the receiver taking the next step.

From the book

BLUE MOON PITCH

best3minutes.com/arches26

Pitch tools and

RESOURCES







best3minutes.com/arches26









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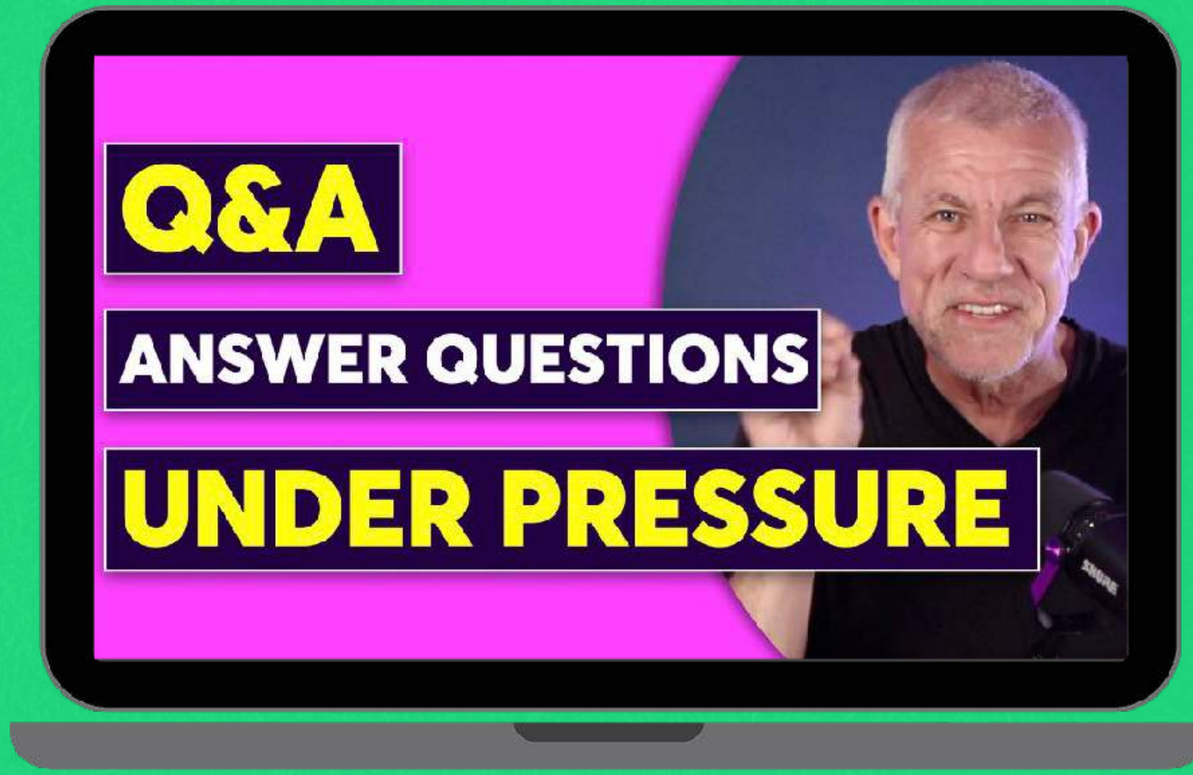
Podcast



YouTube Videos

best3minutes.com/arches26



David Beckett

Best3minutes.com

Connect with me on

LinkedIn™

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Most important thing about **any** communication is…



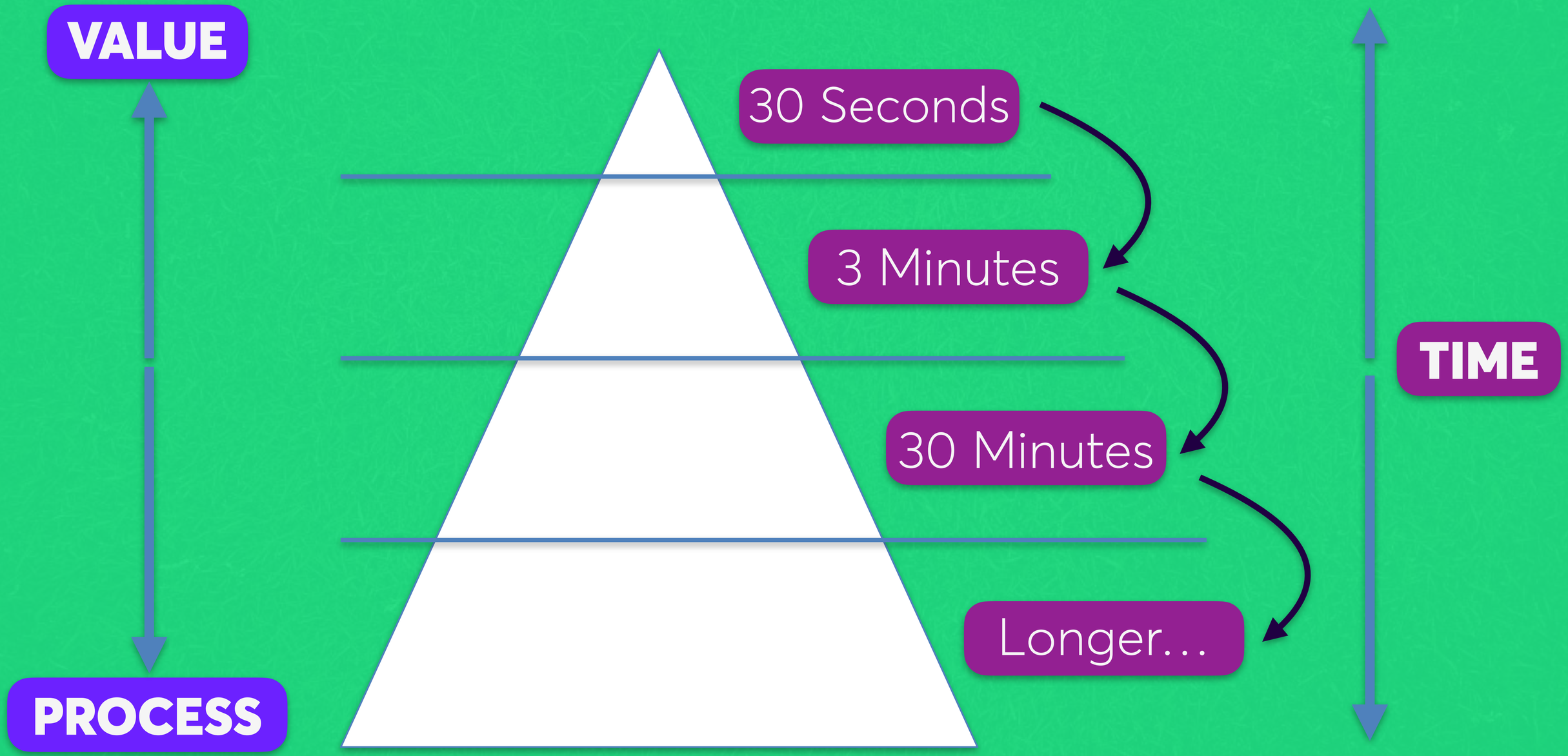
WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they **KNOW**? (Technical Level)

But almost as important…

The Content We Tell Depends On Time Available



VALUE



What **problem** we solve

Who has the problem

The **improvement** delivered

PROCESS



How we do it

The **process**, **tools** and **technology** we use to deliver the Value



VALUE FIRST PROCESS NEXT

In most cases, our goal is to get the audience to say or think:

"Wow, that's amazing. **HOW** do you do that?"

(except when process is specifically **requested**)

Quantifying and
being **Specific** instead of general
builds **Credibility**

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**"

Be specific
PUT A NUMBER ON IT

"Many companies experience data hacks"

"There is too much energy inefficiency"

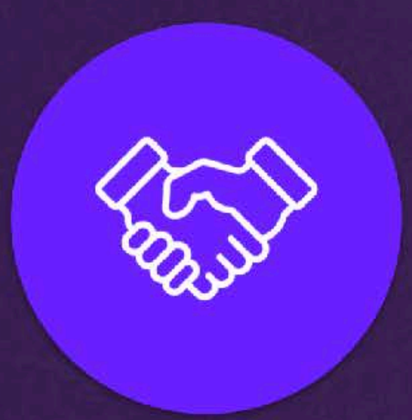
"**XK** companies had data hacks in the **last 3 years**"

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

Structuring content helps
build **credibility**;
gives you a **framework**;
helps the audience **follow** your message

3 first steps to become

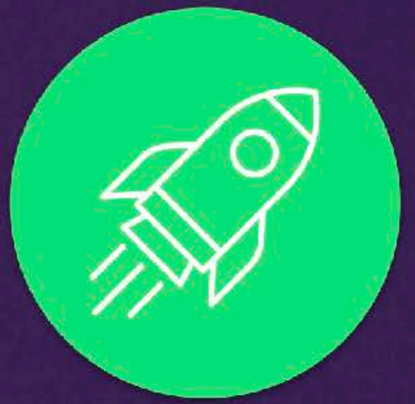
Clear. Measured. Decisive. Direct.



Content & Structure



Way of Telling



Mindset & Nerves

Best 3 Minutes

best3minutes.com

3 types of structure

THAT REALLY WORK

3

Steps or Topics

2

Options or Viewpoints

1

Big Thing

Also works really well in Q&A