

Pitch Coach
Creator of The Pitch Canvas©
Co-Founder Pitchy

David Beckett

best3minutes.com

Best 3 Minutes





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Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **42,000+** Professionals

NETFLIX
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tnw


We are all trying to
CONVINCE BUSY PEOPLE

The Presenter



The Listener




12%
76%







LONG STORY

SHORT



This is a **DO** workshop

not just a think session



ACTION STEP

this means
I'm going to ask you
to do something!


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Best 3 Minutes


5
Steps to Preparing your Winning Pitch
5
5


DAVID BECKETT
PITCH TO WIN
THE TOOLS THAT HELP STARTUPS AND CORPORATE INNOVATION TEAMS SCRIPT, DESIGN, AND DELIVER WINNING PITCHES
DAVID BECKETT


THE
POWER
OF THREE


QUESTIONS?
You can ask
ANY TIME

Hmm…
sounds **Ok** but…
I don't think that works in
real life… in the **meetings**
that I have…





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?

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** a **busy** person to **take action**

When are we **PITCHING?**

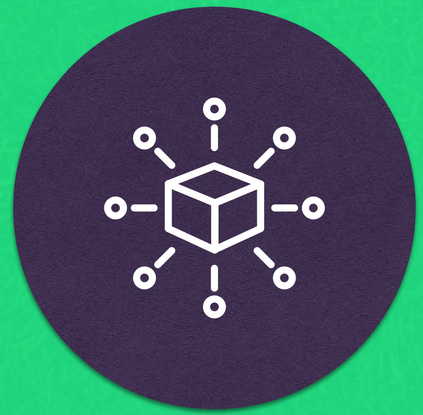
When you want to build a good **Platform** for a **Conversation**

What goes wrong in the first **2 MINUTES OF A MEETING?**

What goes wrong in the first **2 MINUTES OF A MEETING?**



Too Much History



Too Much Product



Too Long Story

What happens in the **FIRST 2 MINUTES?**

I put the presenter into one of **3 mental buckets...**

"I put the pitcher into one of
3 MENTAL BUCKETS..."



INTERESTING!

Tell me more!



MAYBE...

Let's see...



NO!

Let's check email

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

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	**3-4 Mins**	**15-20 Mins**	**3-4 Mins**

Create a **PLATFORM**

The Start of **CONSULTATIVE SELLING**

Ask the magic questions... 🪄

What would you like to know more about?

How do you resolve any of these struggles in your business?

A **Better Plan** for a 30-Minute Meeting

Pitch
3-4 Mins

Create a
PLATFORM

The most frequent pitch
YOU WILL EVER MAKE


2




25 Seconds - 4 sentences
THE HANDSHAKE PITCH
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...?**

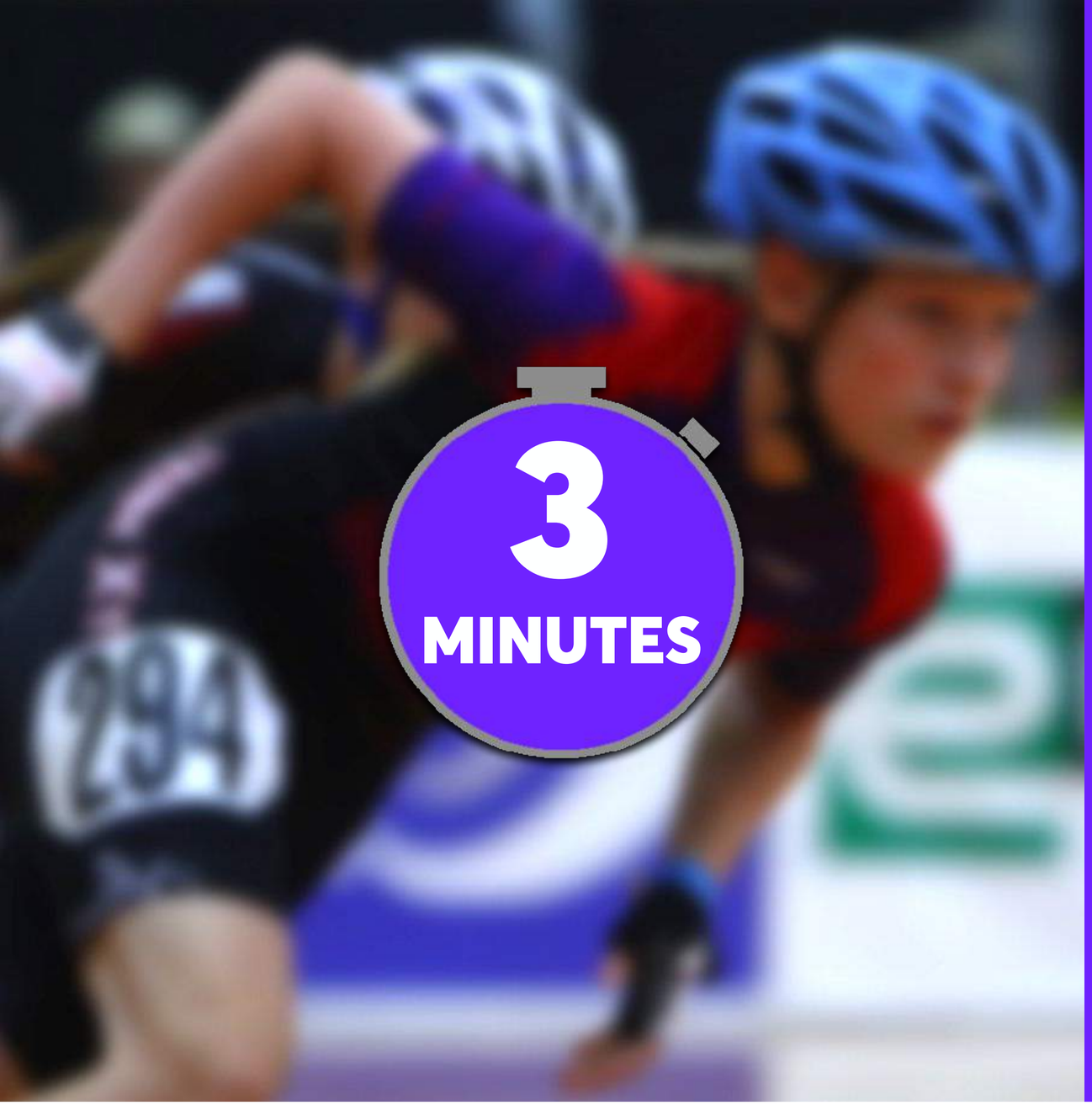
The basis of
ANY GREAT PITCH



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 at Cerios?

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 at Cerios?

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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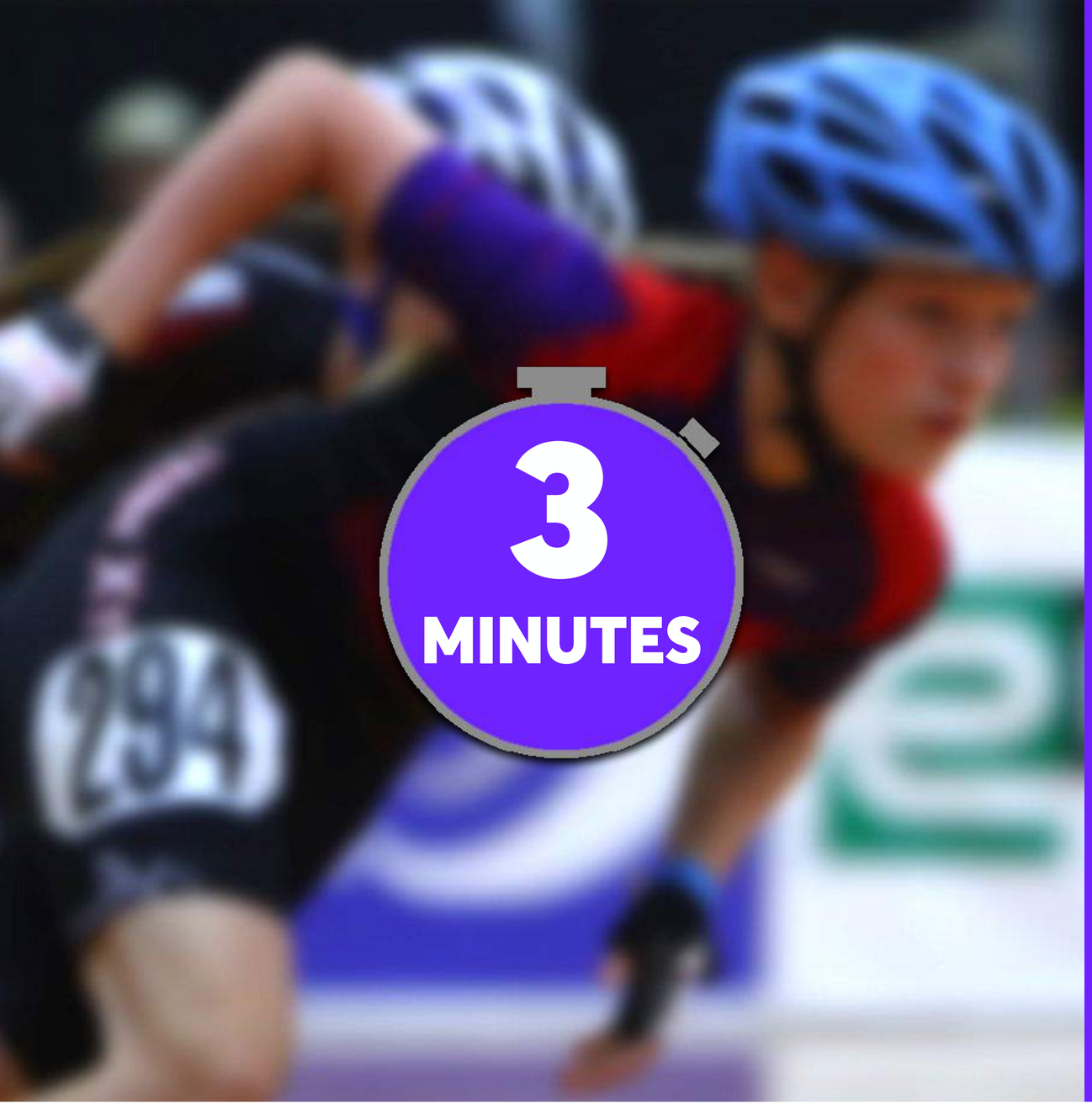

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25 seconds, 4 sentences

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



ACTION STEP

Write down your Handshake Pitch:
25 seconds, 4 sentences

What do **YOU** do at Cerios?

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:

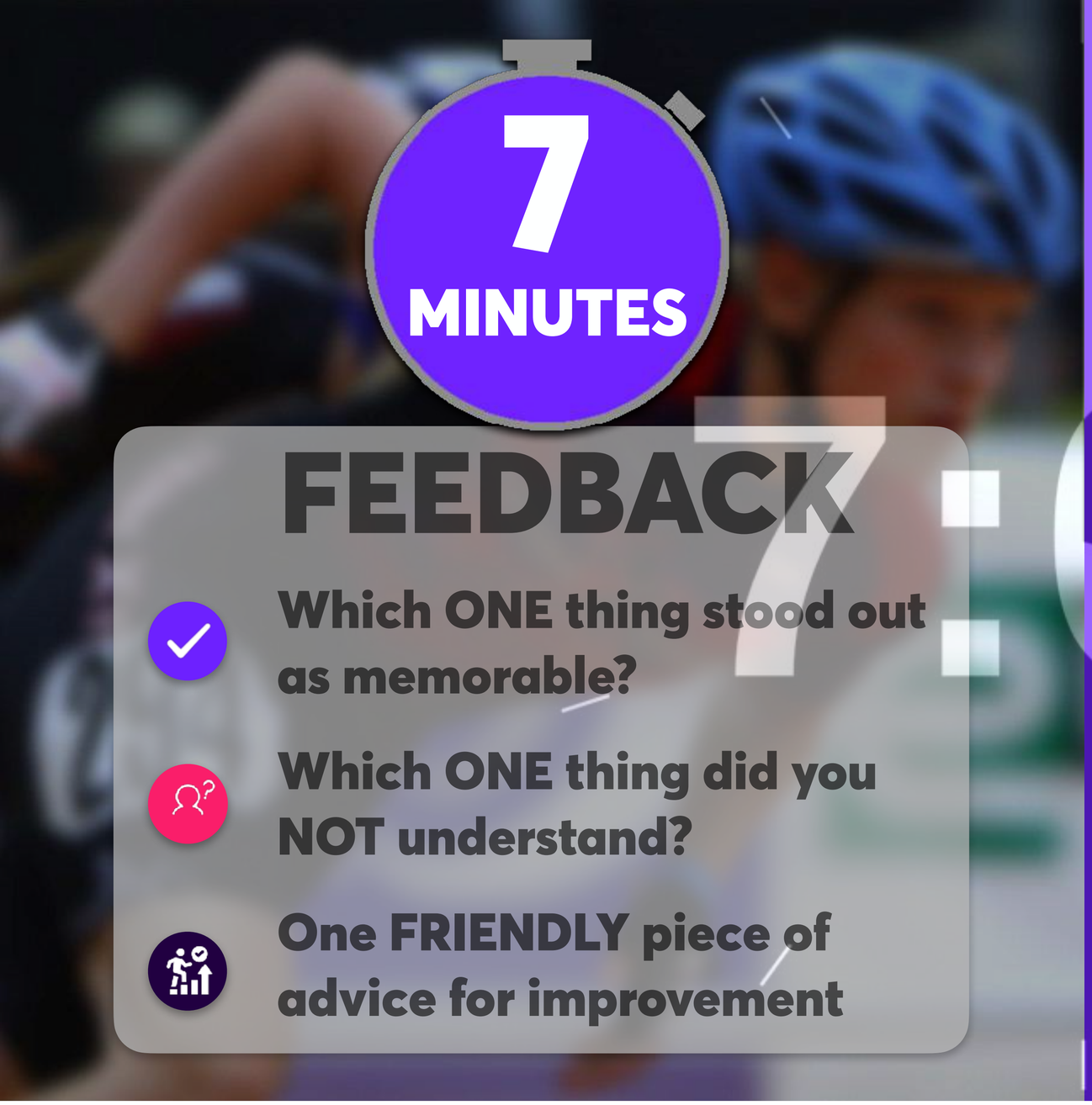
25 seconds, 4 sentences

What do **you** do at Cerios?

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 at Cerios?

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


Prepare you for
ANY TIME-PRESSURED PITCH


TOOLS

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important meeting
you have coming up

One sentence on
WHO you will meet with, what
industry they are in

And one sentence on **WHAT**
the meeting is about



ACTION STEP

Write down the
the next important meeting
you have coming up

One sentence on
WHO you will meet with, what
industry they are in

And one sentence on **WHAT**
the meeting is about


We're going to work on a
2-MINUTE PITCH
Build a solid
PLATFORM FOR A CONVERSATION

A **Better Plan** for a 30-Minute Meeting

Tech	Pitch	Q&A	Next Steps
3 Mins	**3-4 Mins**	**15-20 Mins**	**3-4 Mins**

Create a **PLATFORM**

The Start of **CONSULTATIVE SELLING**

Ask the magic questions… 🪄

What would you like to know more about?

Do you recognise any of these struggles in your business?

A **Better Plan** for a 30-Minute Meeting

Pitch
3-4 Mins

Create a
PLATFORM


We're going to work on a
2-MINUTE PITCH
Test this pitch
IN GROUPS OF 5 PEOPLE

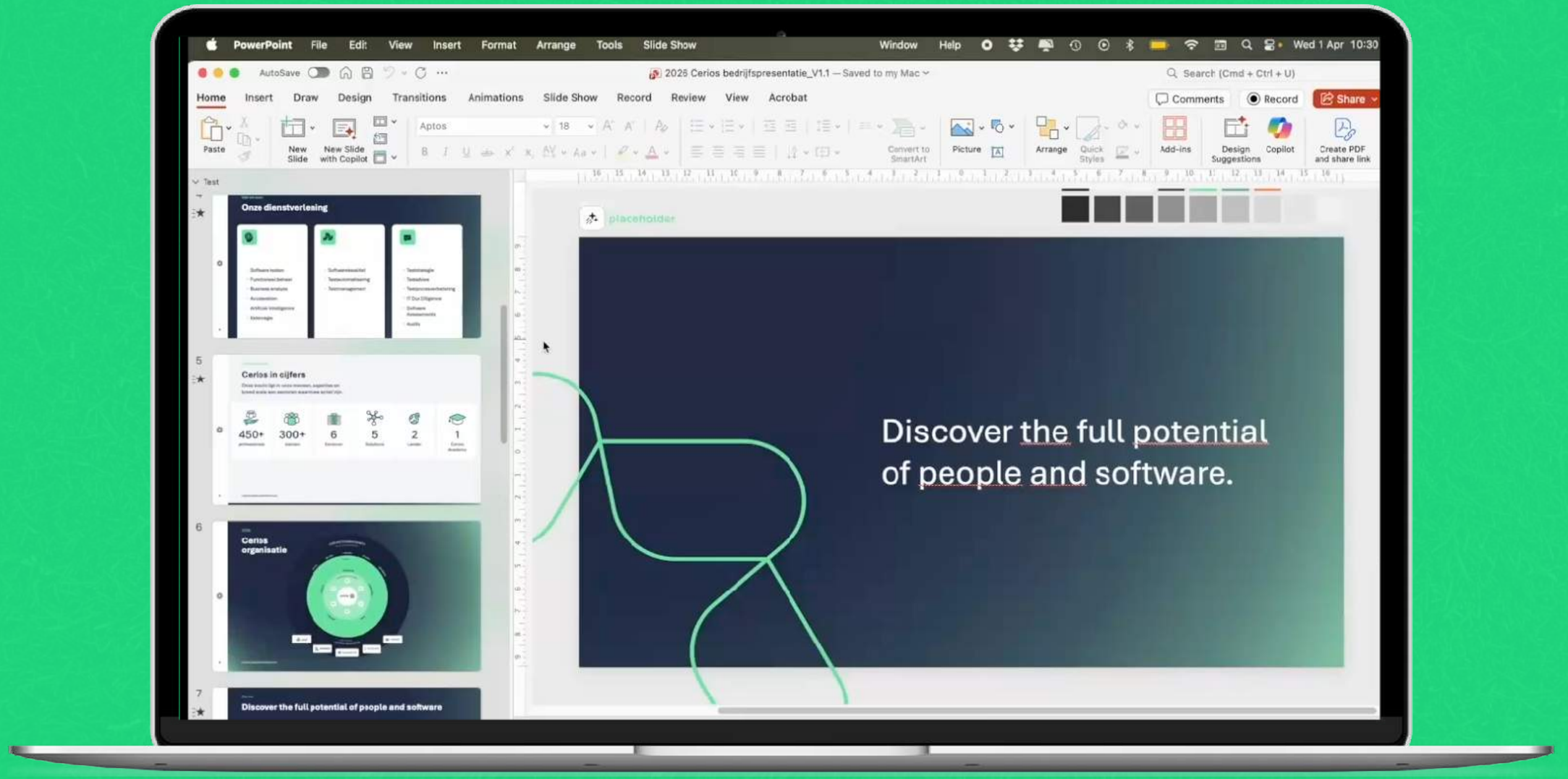

We're going to work on a
2-MINUTE PITCH
Test this pitch
IN GROUPS OF 5 PEOPLE
1 Pitch from each Group to be
PRESENTED TO THE WHOLE GROUP


TOOLS

How do we usually create

A NEW PRESENTATION?

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Paste New Slide New Slide with Copilot Aptos 18 Convert to SmartArt Picture Arrange Quick Styles Add-ins Design Suggestions Copilot Create PDF and share link
Test
Onze dienstverlening
5
Cerios in cijfers
450+ 300+ 6 5 2 1
6
Cerios organisatie
7
Discover the full potential of people and software
placeholder
Discover the full potential of people and software.

A **NEW WAY** to create **A NEW PITCH!**


Let's do some
THINKING FIRST



And let's
SKETCH IT OUT



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

---

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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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TW [illegible] LI linkedin.com/in/davidbeckettpresentationcoach © David Beckett

Make a profile of your audience

Fillable pdf downloads available

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WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Commit to **feedback**

Agree to a **pilot**

Plan a **follow-up** meeting


We're going to work on a
2-MINUTE PITCH
Build a solid
PLATFORM FOR A CONVERSATION

Which topics should be in **YOUR STORYLINE?**

Tell them the things
CUSTOMERS WANT TO KNOW



You understand
their **Pain**



Your **Unique**
Product delivers
Specific Results



Track Record & Proof
Customer Success
& Results









Our colleagues work in sectors that keep society running. IT that must be secure, stable and available, from healthcare and energy to infrastructure, government and financial services. They test, analyze and safeguard systems that simply cannot fail. Think of trains running on time, locks opening when they should, patient data that must be accessible, energy networks that stay balanced and digital transactions that are processed securely. Our professionals make sure technology performs when it matters most.

Our team works in sectors that **keep society running.**

IT that must be **secure, stable and available**, from healthcare and energy to infrastructure, government and financial services.

Our team **tests, analyzes and safeguards** systems that simply cannot fail.

Think of trains running on time, locks opening when they should, **patient data** that must be accessible, **energy networks** that stay balanced and **digital transactions** that are processed securely.

Our professionals make sure technology performs **when it matters most.**



PAIN

What is the **problem** you solve?

The **Why** of the product/project/ proposition

How to prompt a conversation about **CUSTOMER PAINS**



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

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT



How to prompt a conversation about **CUSTOMER PAINS**

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

"It's **costing** them X time/ money/lost customers/ non-secure data…

So what we've been **doing** for them is X, Y and Z…

The **results** they're getting are X cost/ time/security savings…



PAIN

Paint the picture of what goes **wrong**

and what it **results** in



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Many companies have problems if their software fails"

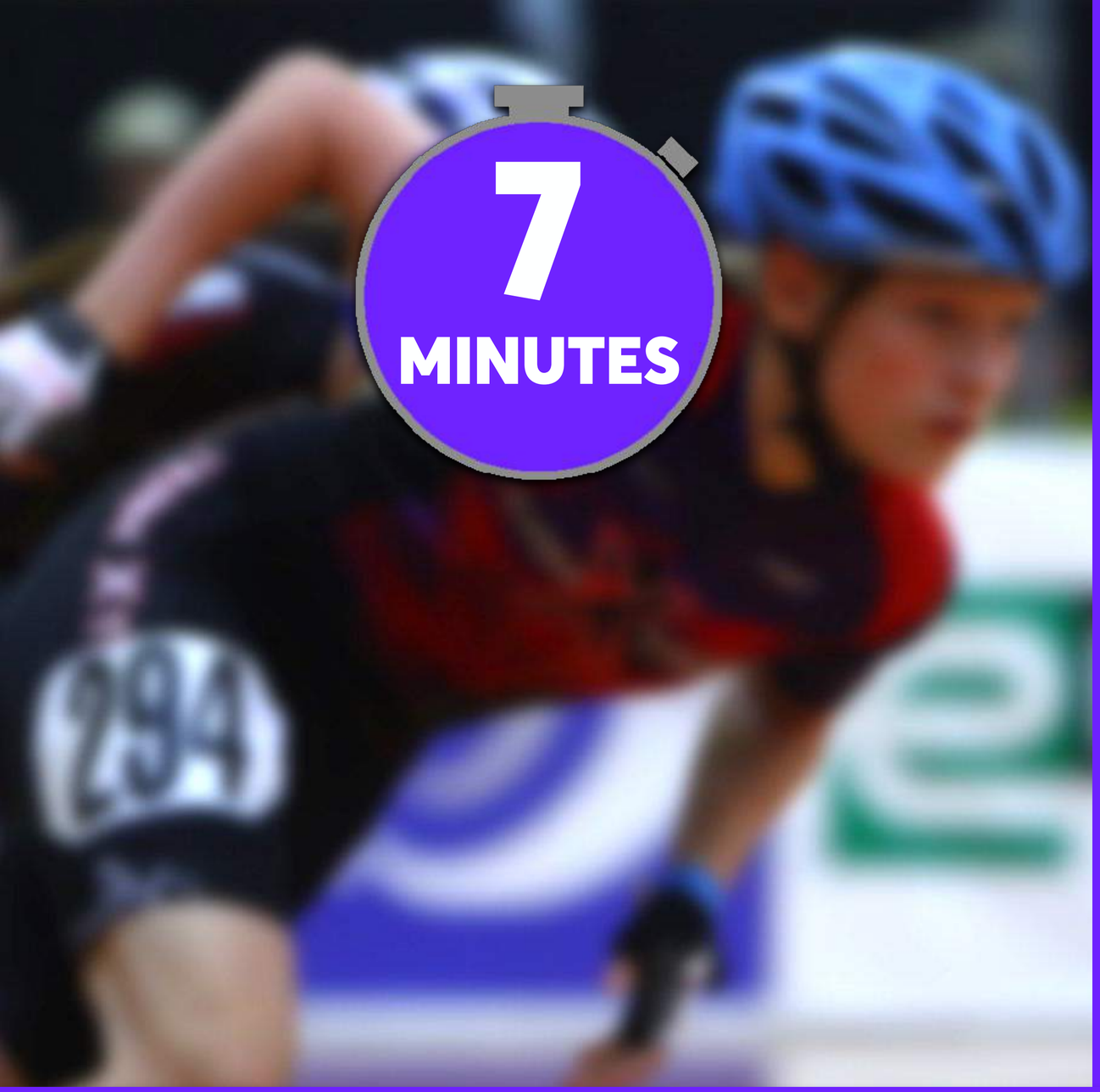
"It takes up to **72 hours**"

"Last year software failure **cost** energy companies over **€XK**"

Be specific
PUT A NUMBER ON IT

"A lot of companies experience data hacks"

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



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers -** or the **people/ organisations** with the **problem**?

What **problems**
do they face today?

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

Don't think too much:
just write

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Weekly
Mon
Tue
100% responders
5$ each
84% conversation rate
costs : $42,000
= 7,843 / buyer
89%
Upcoming Campaign
Rev
Profit
cost
Audience Size 10,000
Response Rate → 10%
(expect, how?)
Conversion Rate → 5.3%
average buyer purchase → $14,000



ACTION STEP

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at least **7 things** about the **PAIN**

Who are the **customers -** or the **people/ organisations** with the **problem**?

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do they face today?

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Don't think too much:
just write

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PRODUCT

How do you **solve** the problem?

Use simple, **short** references to a **selection** of the 5 solutions

Onze hulpmiddelen

Cerios Solutions

Onze softwaretools maken kwaliteit direct toepasbaar.

testmonitor

Volledig en krachtig testmanagement

josf

Intelligente testautomatisering voor Low-Code Platforms

omnext

Software Quality Analysis & Security voor Low-Code Platforms

supportbook

Supportbook is hét kwaliteitsplatform voor de zorg

testbot

Testbot voert automatische tests uit op Hix.





PRODUCT

How do you **solve** the problem?

Use simple, **short** references to a **selection** the 5 solutions

Example: pick **only** 3 solutions, tell **2 sentences** on each:

1. What does it **DO?**

2. What **IMPROVES** as a result?

Onze hulpmiddelen

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Onze softwaretools maken kwaliteit direct toepasbaar.

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UNIQUE

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

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

(Any competitors to mention?)



PROOF/ TRACK RECORD

Which **recognisable** customers from their industry are buying?

Why do they **love working** with you/your products?

Is there **growth?**

Klanten die vertrouwen op Cerios



Focus on the

CUSTOMER INDUSTRY

300+

Customers

Across every sector and at every stage of digital maturity. Cerios has a broad network of clients we support every day.

450+

Professionals

A network of experts who make a real difference. Together, we ensure you have access to the knowledge and experience you need, exactly when you need it.

5

Solutions

Whatever the challenge, Cerios brings people together, shares knowledge and delivers solutions that we develop, manage and continuously improve ourselves.

1

Academy

Our reason for being? Staying on top of new developments and continuously training experts, both within and beyond our organization. At Cerios, no one stands still.

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;

Product
What Improves as a result?
Proof/Track Record
Why You?

Goal: 2-minute pitch about the overall proposition

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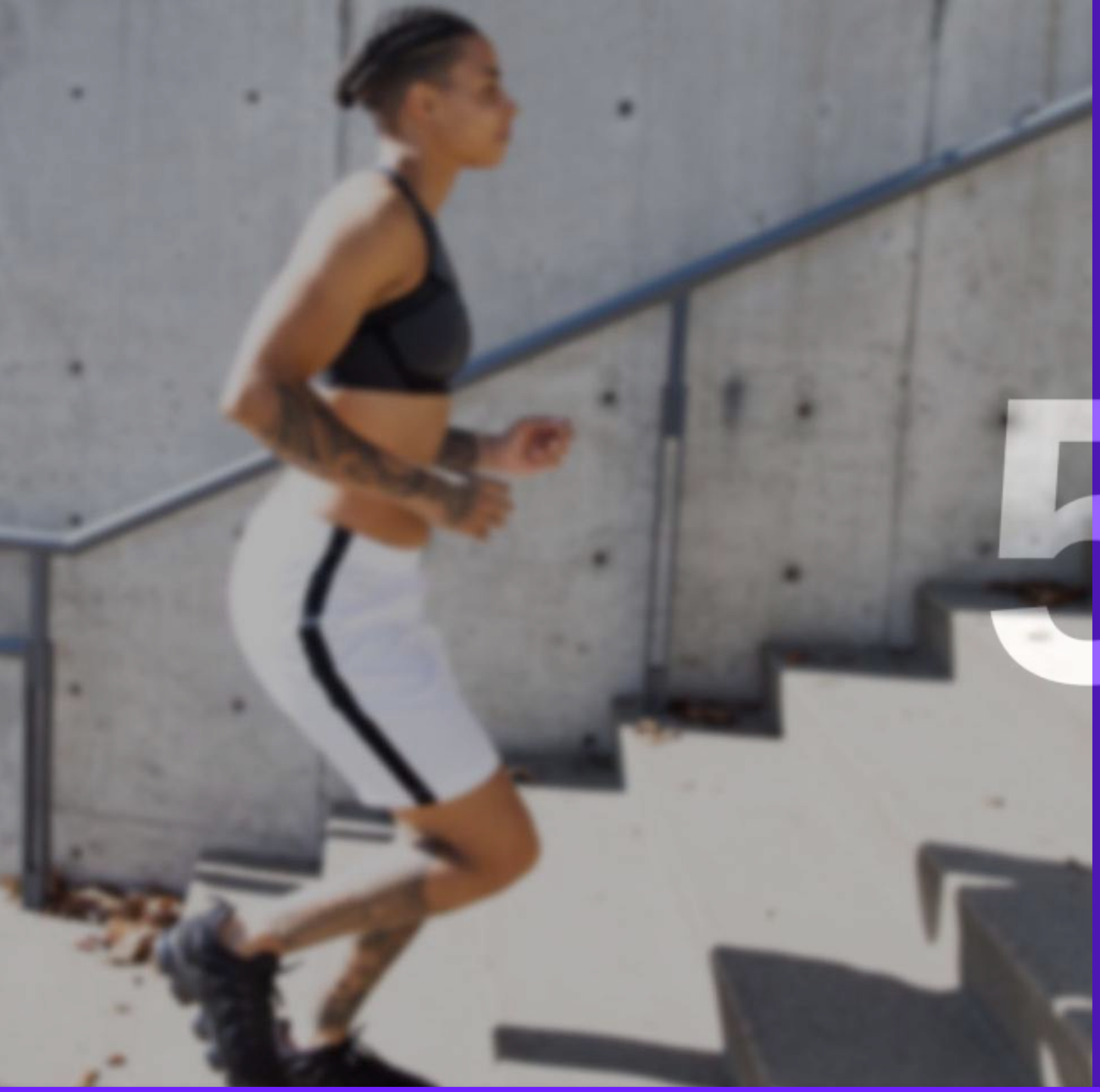

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What Improves as a result?
Proof/Track Record
Why You?

Goal: 2-minute pitch about the overall proposition

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Let's put the thinking
INTO ACTION!



ACTION STEP

Prepare a **120 Second** pitch
Choose 1-3 points per topic

Pain
Product
What Improves as a result?
Proof/Track Record
Why You?

120 seconds = 18 sentences



ACTION STEP

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Choose 1-3 points per topic

Pain
Product
What Improves as a result?
Proof/Track Record
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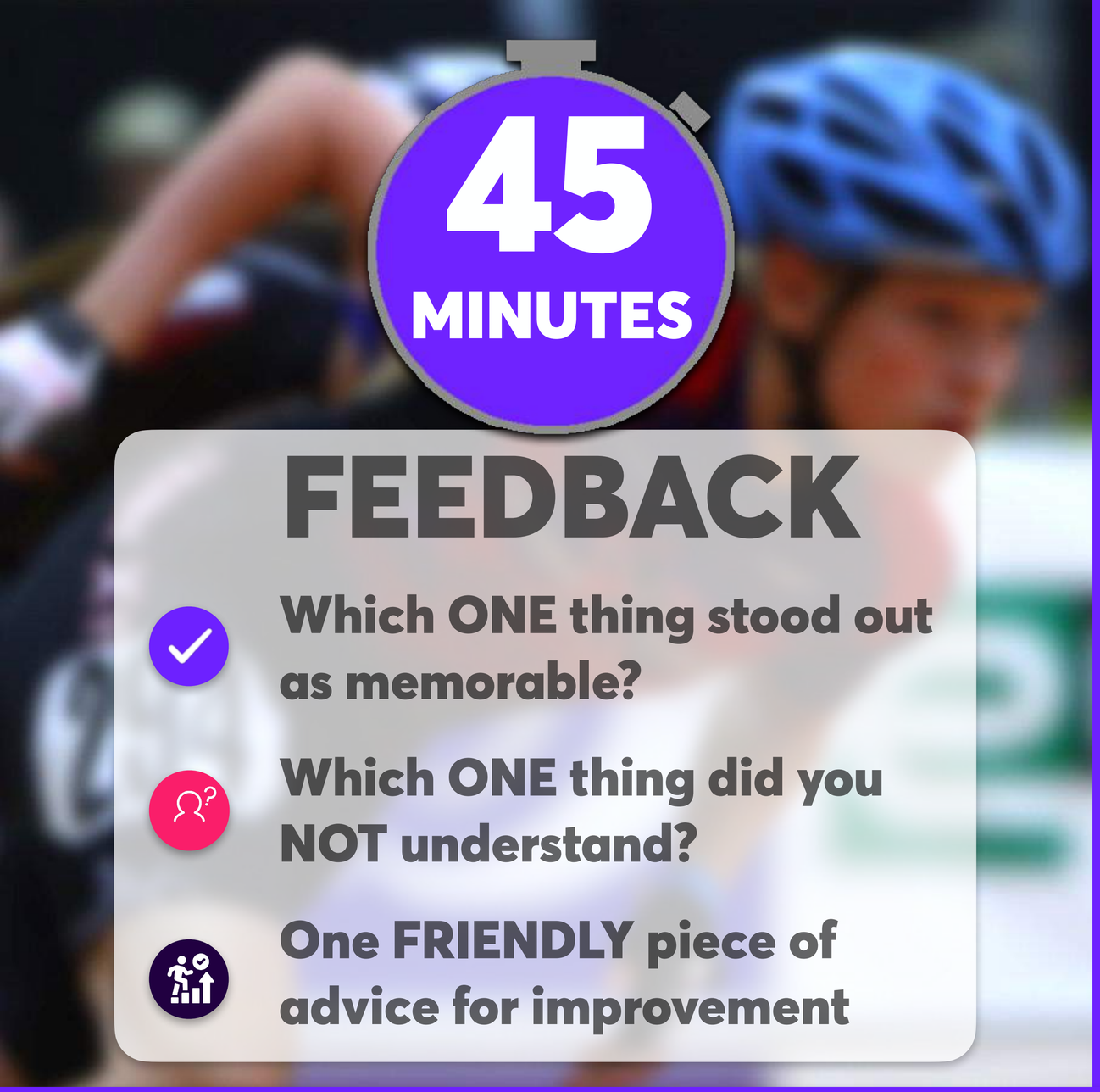
120 seconds = 18 sentences

best3minutes.com/cerptr26

Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

In Groups: each person
Tests their **120 Second** pitch

2 Minute Pitch:
5 minutes feedback total: Next person!

2-3 people give feedback per round.

Stick to the format, and each person give **1-2 minutes feedback**.

Keep feedback **short** and **compact**!

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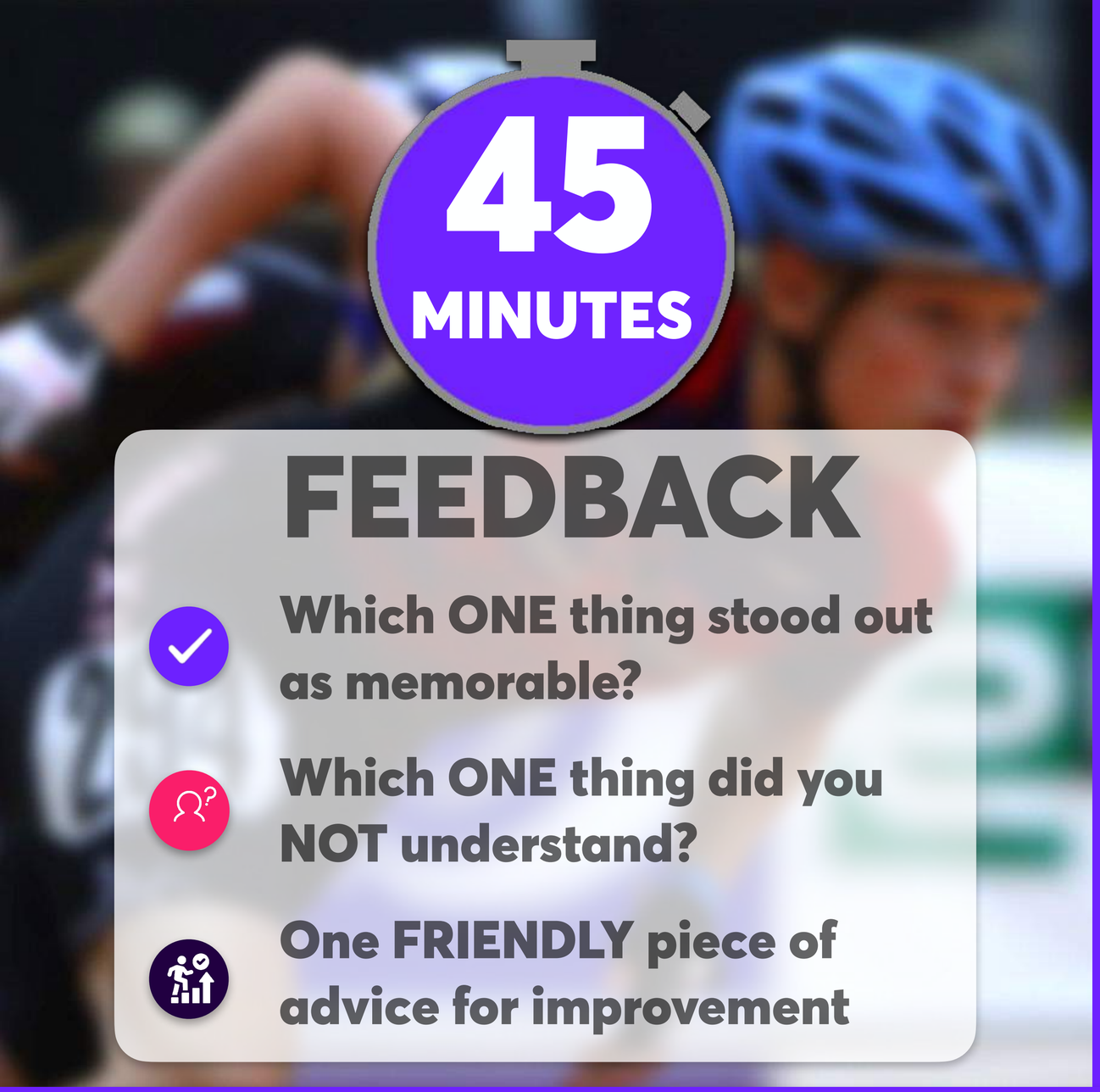
At the end:
Choose the best pitch,
to present to everyone



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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

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

The Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 10-15 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!

Pitch tools and
RESOURCES







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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…"


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

Take a *moment*...

WHEN YOU START




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



Best way to improve body language?

FILM YOURSELF PITCHING



ARE YOU EMPHASISING YOUR TRUE MEANING?


NOW
LET'S
PITCH!


5


5


5


5


5


5