

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **40,000+** Professionals

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Numerous organisations in **THE MICE INDUSTRY**

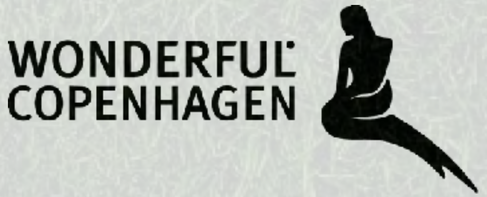





















We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







LONG STORY

SHORT



This is a **DO** session

not just a
Talk & Think



ACTION STEP

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



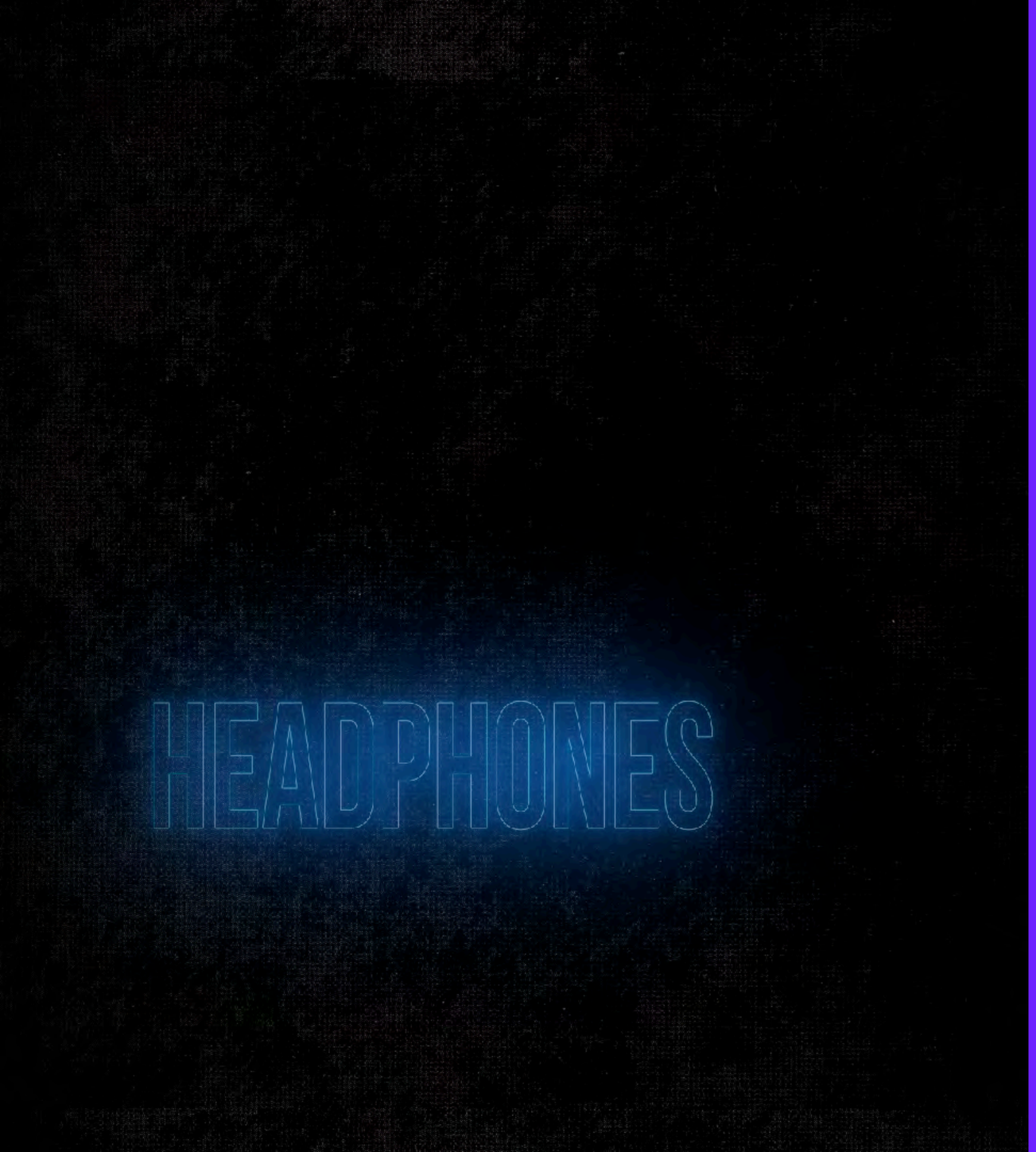
ACTION STEP

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

Please take your

Headphones OFF!



ACTION STEP

Pitch yourself in
30 Seconds to someone you
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When the 30 seconds are
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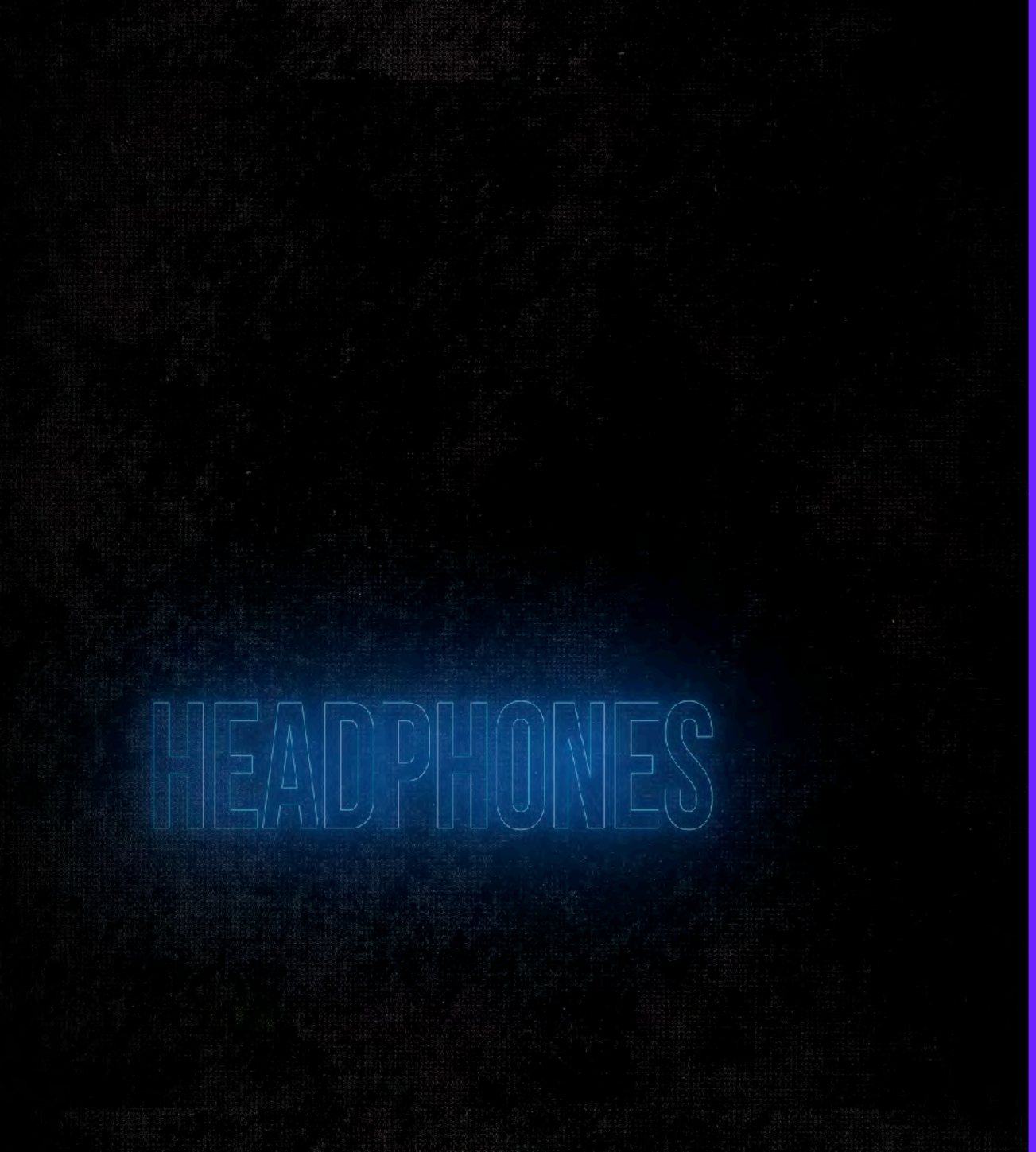
LET'S DO IT!



ACTION STEP

Please put your

Headphones back ON!



ACTION STEP

Please take your

Headphones OFF!



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

Please put your

Headphones back ON!



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..."?

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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 internal 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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Establish your Objective

Best3minutes.com/imexpitch26

What we'll cover **TODAY**



What goes wrong in the first two minutes



Time and Attention



The Most Frequent Pitch You Ever Make

When under time pressure...
AND THAT'S ALMOST ALWAYS!



LEAD WITH
VALUE FOR **THEM**



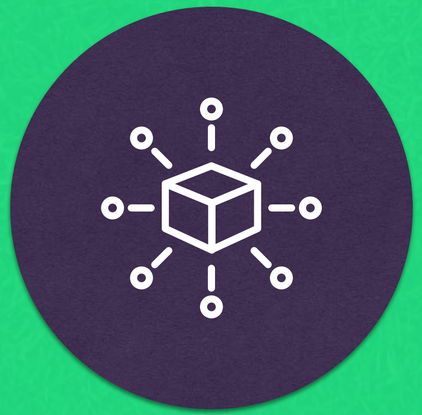
ANSWER QUESTIONS
ON **PROCESS**

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

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 pitcher 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/Needs/ Challenges**



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**

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

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

Team: the people who will help them be successful



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**	**3-4 Mins**

Focus on **VALUE**

Conversation will cover **PROCESS (& VALUE)**

Ask the magic question… 🪄

What would you like to know more about?

When under time pressure...
AND THAT'S ALMOST ALWAYS!



LEAD WITH
VALUE FOR **THEM**



ANSWER QUESTIONS
ON **PROCESS**

What we'll cover **TODAY**



What goes wrong in the first two minutes



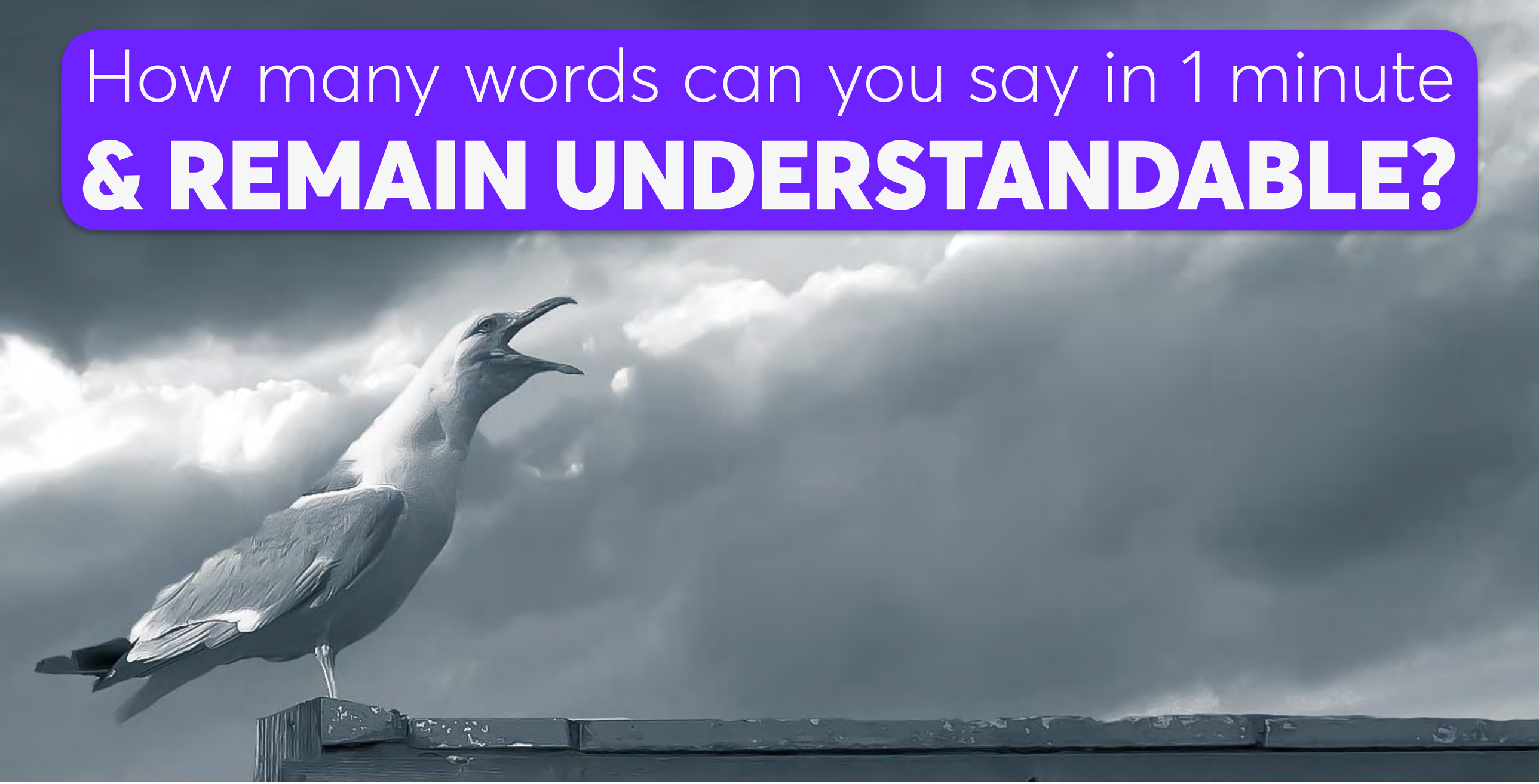
Time and Attention



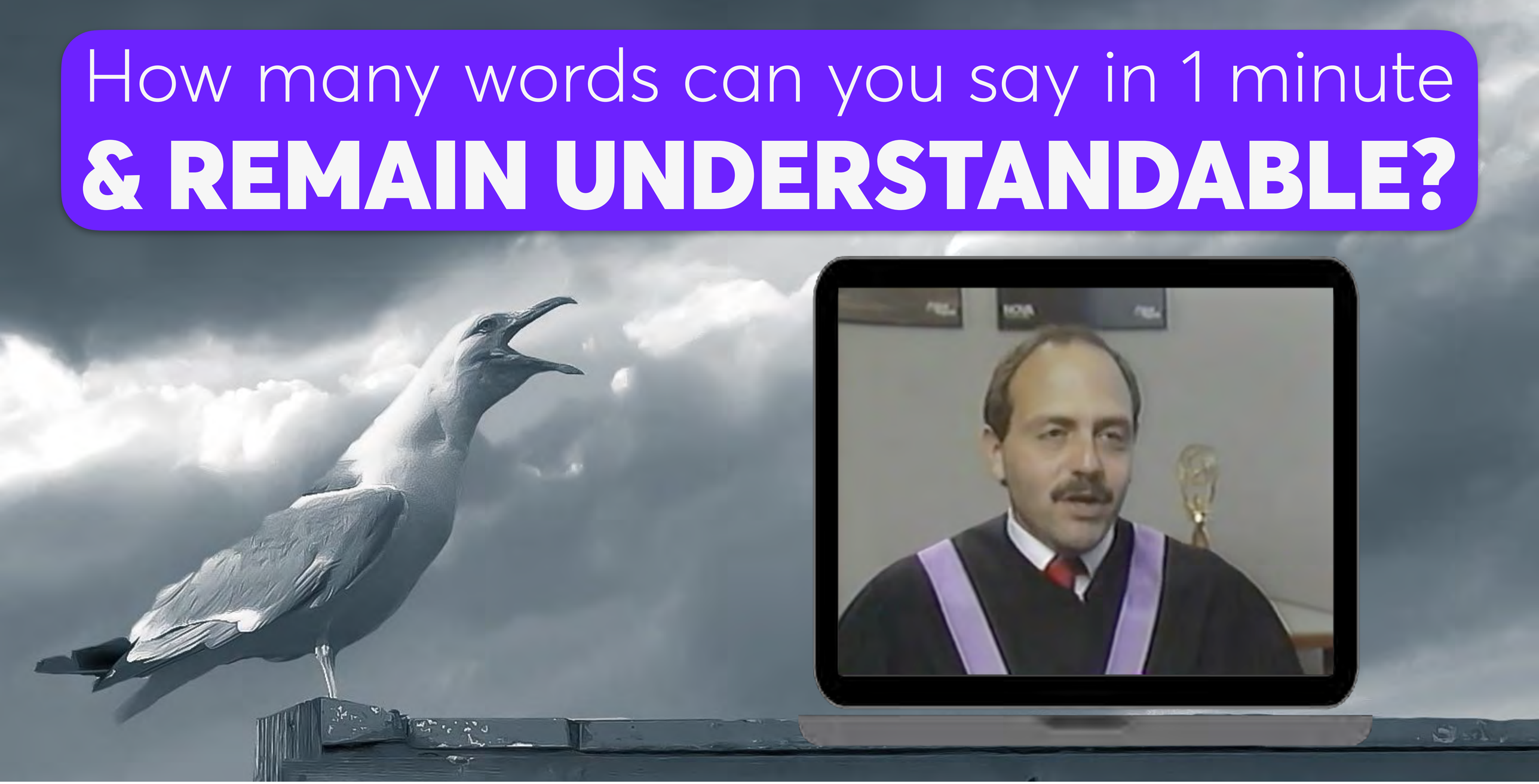
The Most Frequent Pitch You Ever Make


We are all trying to
CONVINCE BUSY PEOPLE

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



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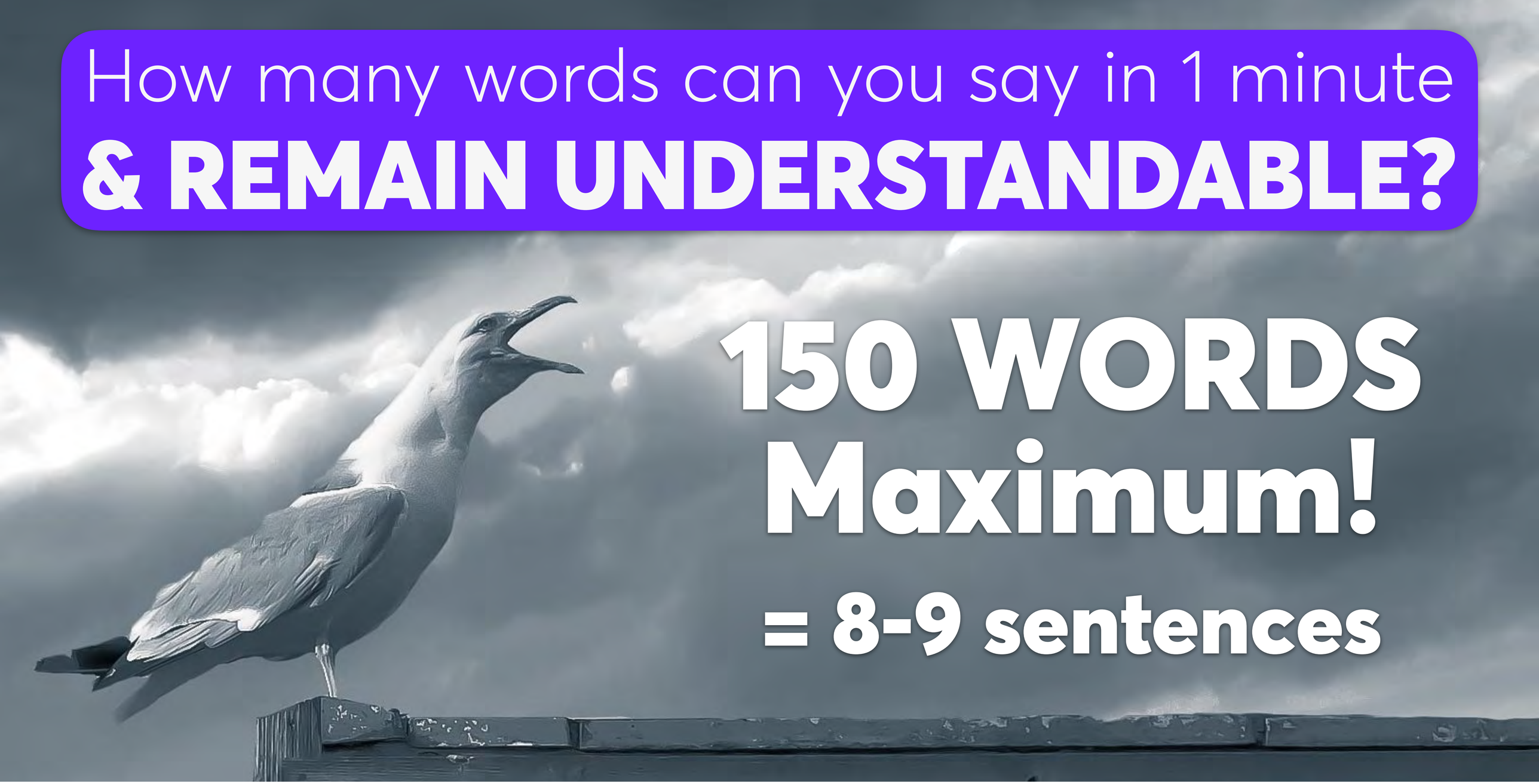
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How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= 8-9 sentences


143
Words/min

What we'll cover **TODAY**



What goes wrong in the first two minutes



Time and Attention



The Most Frequent Pitch You Ever Make

The most frequent pitch
YOU WILL EVER MAKE

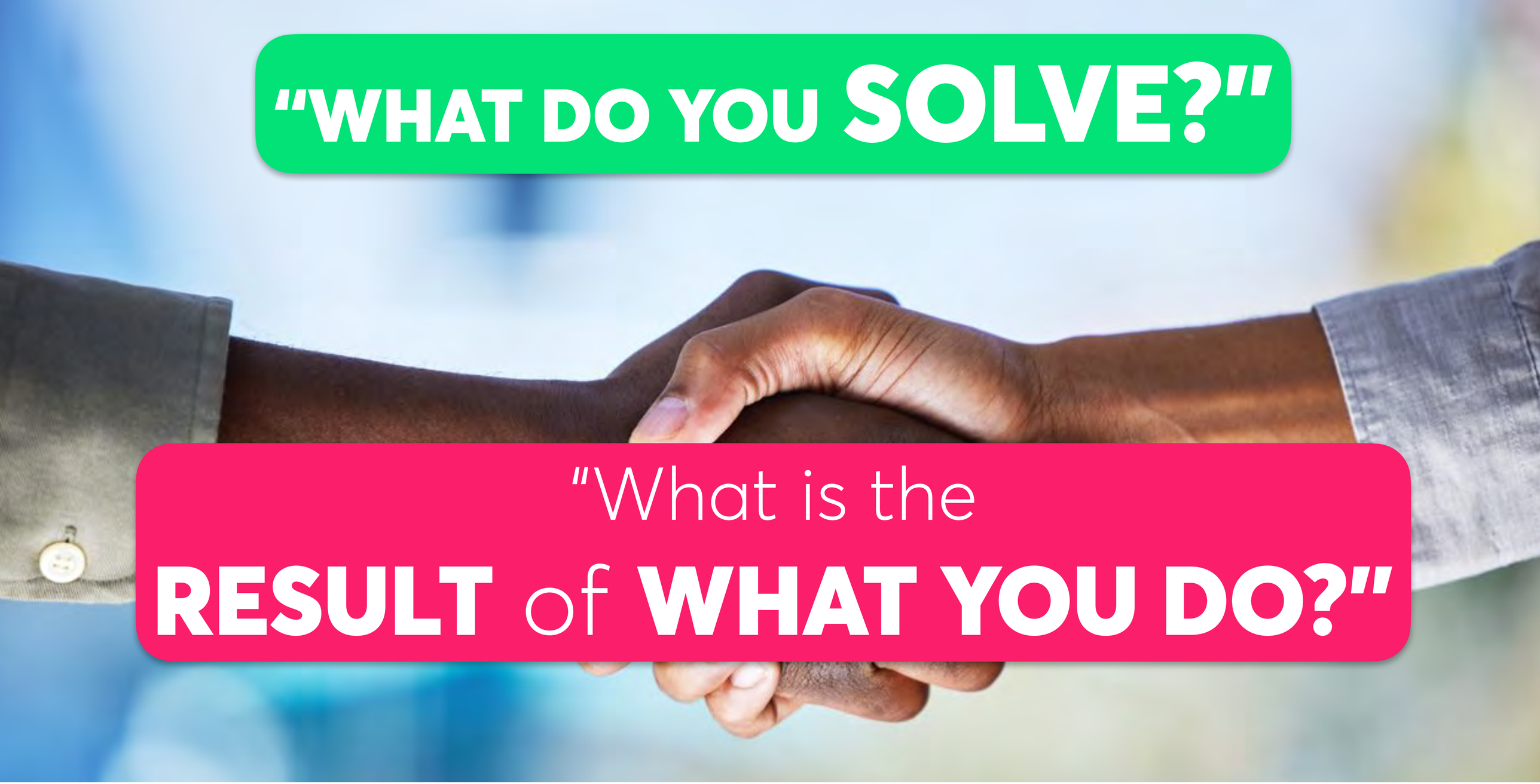



2




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?"


You're joining a
NETWORK EVENT

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 **customers love** about what you offer?



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do/offer?

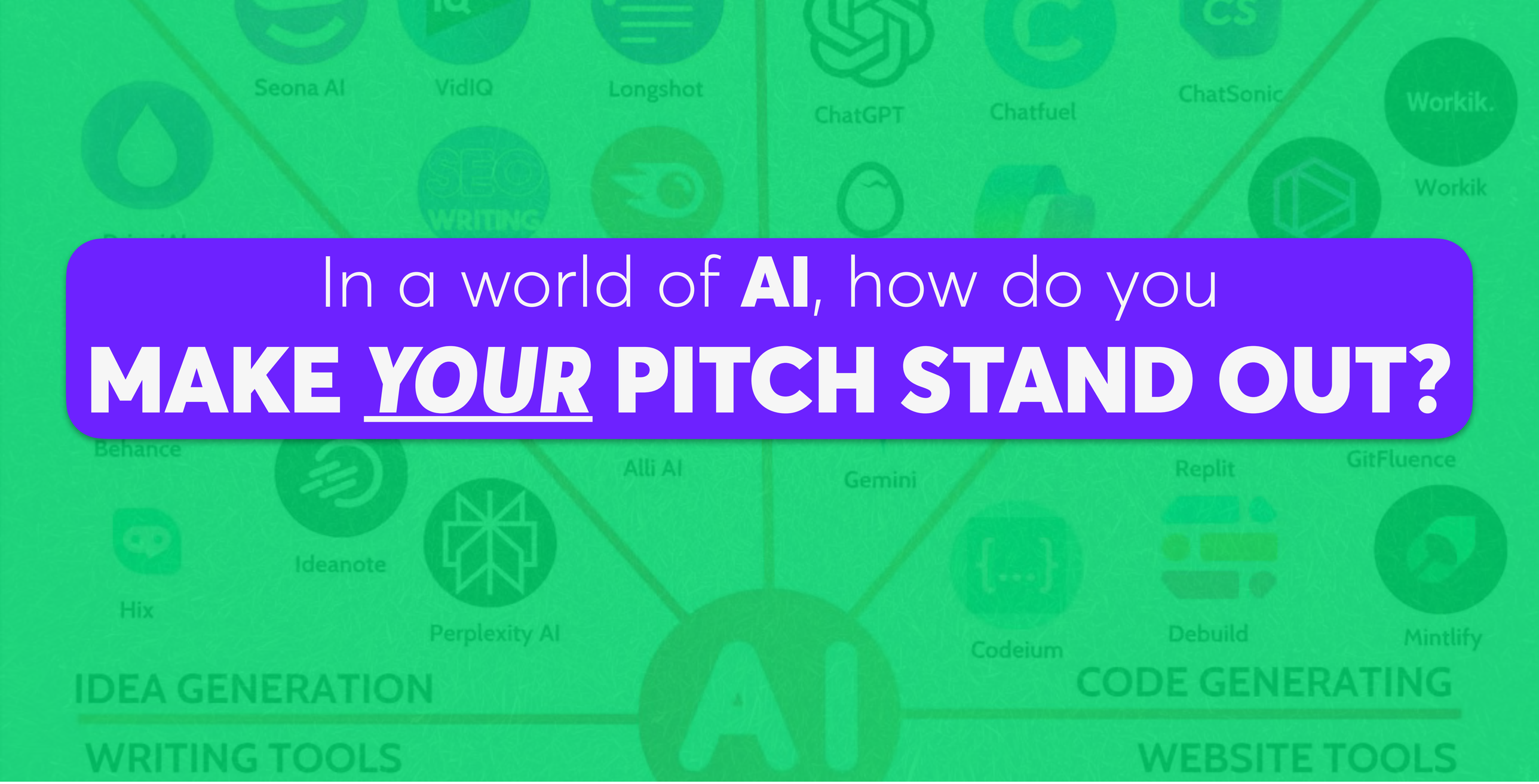
What kinds of **customers**?

What's the one **unique** thing that stands out about your offer?

What's one thing **customers love** about what you offer?


Try it out
STRAIGHT AWAY!


One more thing...



In a world of **AI**, how do you

MAKE *YOUR* PITCH STAND OUT?



WHY YOU?

What's your **personal motivation** to offer this proposition?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!

When under time pressure...
AND THAT'S ALMOST ALWAYS!



LEAD WITH
VALUE FOR **THEM**



ANSWER QUESTIONS
ON **PROCESS**









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