

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **42,000+** Professionals

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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!

You will receive

SLIDES AND MANY MATERIALS










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

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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?**

Asking for support from another department, convincing a tech change is needed, asking for data, requesting resources, hire requests, coffee machine…

When are we **PITCHING?**

Any time you want to **persuade** a **busy** person to **take action**


TOOLS

What we'll cover **TODAY**



What Goes Wrong in Pitch Meetings (and How to Fix it)



Let's Build & Test a 2 Minute Pitch!



The Power of Three, Body Language & Voice


We are all trying to
CONVINCE BUSY PEOPLE


12%
76%



For many companies

80% PITCH MEETINGS GO WRONG



Too **Much**
Information



Focused on **Process**,
not Result



Time
Runs Out

For many companies

80% PITCH MEETINGS GO WRONG



Too much
Information



No **clarity** on
key messages



Get caught up in
data and **detail**



Slides too
complex

For many companies

80% PITCH MEETINGS GO WRONG



Focused on
Process, not Result



Gap: what **they want,** vs.
what **we think** they want



Gap: How vs Why

For many companies

80% PITCH MEETINGS GO WRONG



Time
Runs Out



Too much info =
Can't finish on time



Not enough time to
answer **questions**



Running out of time =
less trust from them,
less confidence for you

You can fix what goes wrong in

THE FIRST 3 MINUTES



Give them your BEST STUFF:

the things THEY really care about

Agenda

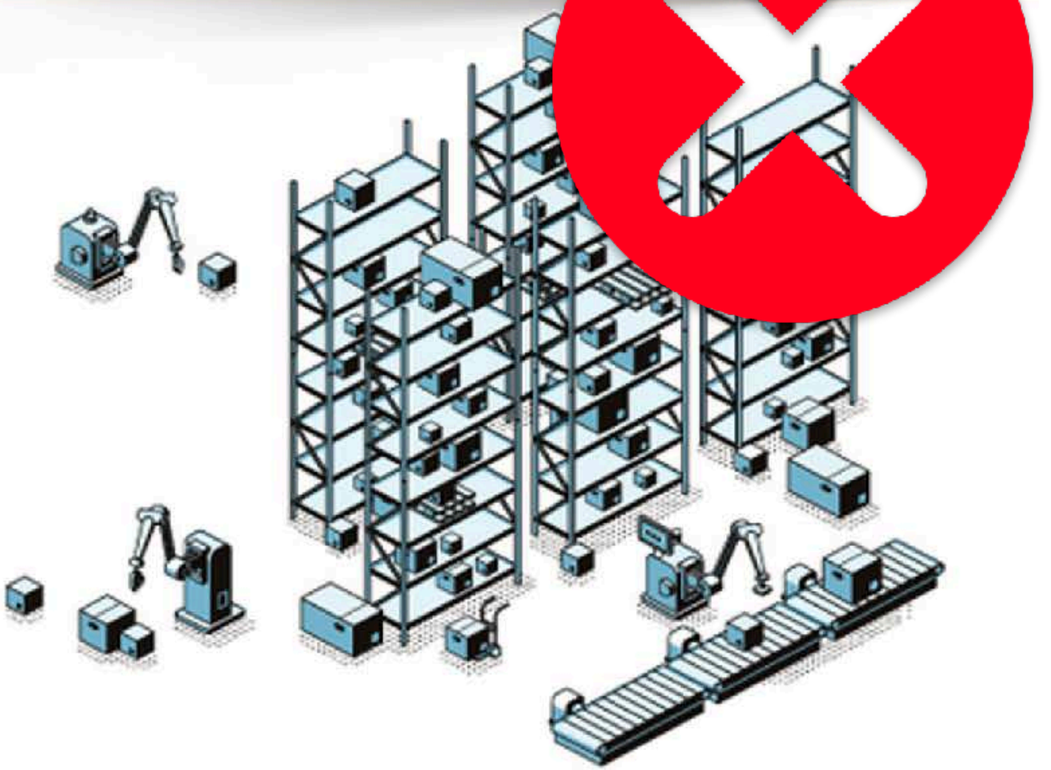


- Introduction to the project
- The research we did
- How we set up the project
- The SWOT analysis
- The Project Plan for the coming years
- Key milestones across the project plan
- The Resource analysis to bring it to fruition
- Longer term horizon to see where we go next
- Summary and questions

INDUSTRIAL RACKING SYSTEMS MA

Asia Pacific Industrial Racking Systems Market (US$ Mn), 2018





Global Industrial Racking Systems Market Share, By System Type, 2018



Global Industrial Racking Systems Market, (US$ Mn) 2018 to 2026

2018	$ 10,179.2 Mn
2026	$ 15,186.1 Mn

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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 **headlines** of what
THEY WANT TO KNOW



The **Problem**
you are solving



What you **Propose**
to do to solve it



What will **Improve**
as a result



The **Problem** you are solving



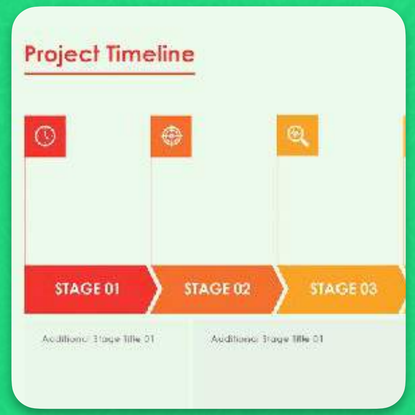
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time

Tell them the things
THEY WANT TO KNOW



The **Problem**
you are solving



What you
Propose

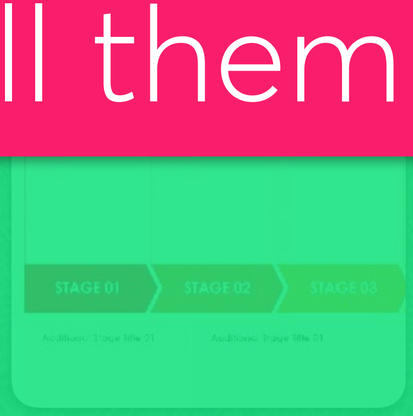


What will **Improve**
as a result

And tell them **QUICK!**



Proof that it
will work



Timeline and
next steps



Resources:
money, time


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**

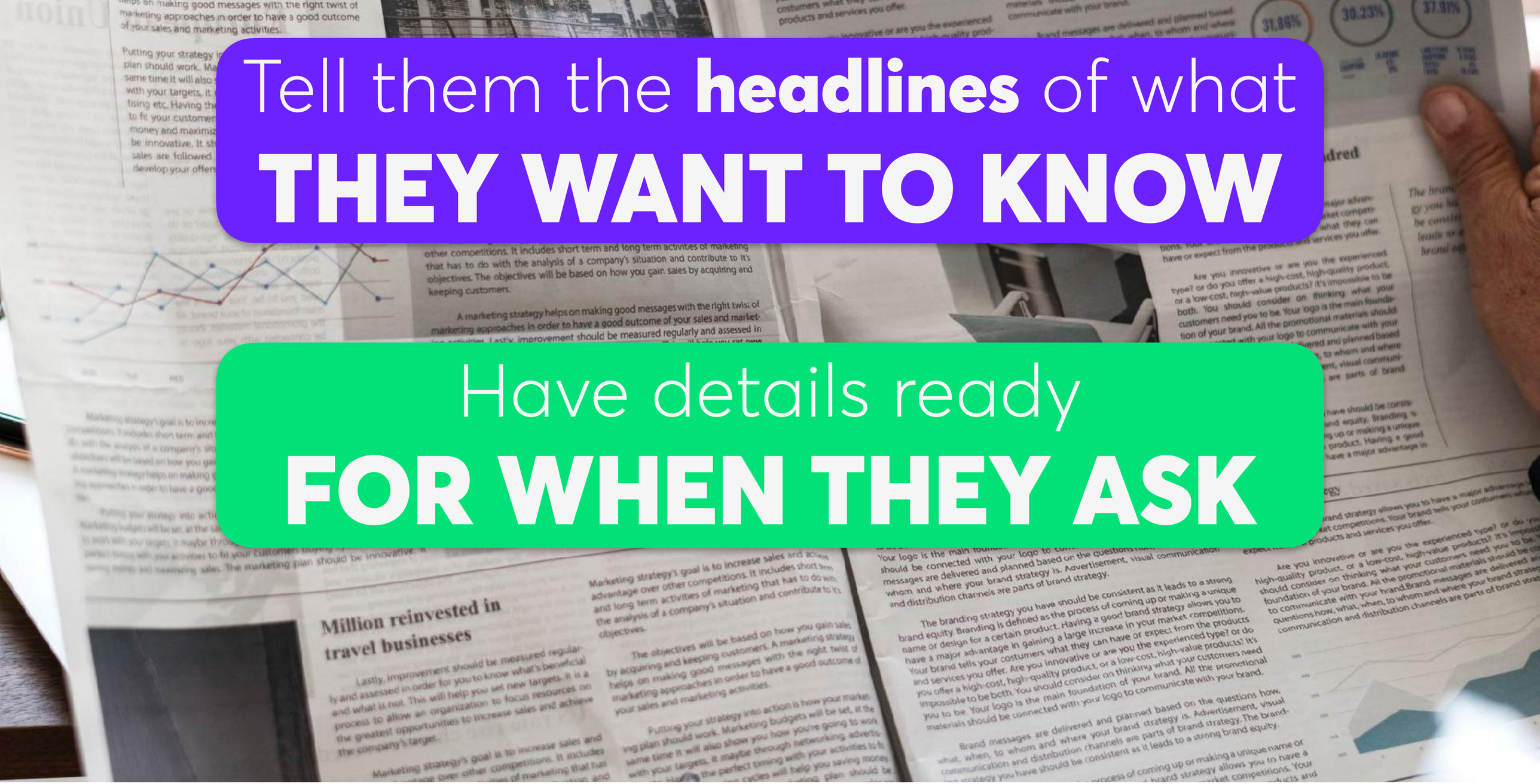
A **Better Plan** for a 30-Minute Meeting

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?


Tell them the **headlines** of what
THEY WANT TO KNOW


Tell them the **headlines** of what
THEY WANT TO KNOW
Have details ready
FOR WHEN THEY ASK

What we'll cover **TODAY**



What Goes Wrong in Pitch Meetings (and How to Fix it)



Let's Build & Test a 2 Minute Pitch!



The Power of Three, Body Language & Voice

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

(Important Pitch = a moment
you need to **persuade**
someone to **take action**)



5

ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

(Important Pitch = a moment
you need to **persuade**
someone to **take action**)

How do we usually create **A NEW PITCH?**




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they already **know?**

What is their **technical** level?



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 low-detail?

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

---

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or low-detail?

What do they **already** know?

What might be their biggest **objection?**



ACTION STEP

Turn to the person next to you

Briefly explain to each other about **who** the audience is

and what they **care** about.



ACTION STEP

Turn to the person next to you

5

Briefly explain to each other about who the audience is, and what they **care** about.



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

Give **feedback** - by when?

Plan a **follow up** meeting

Agree to a **test phase**

Approve **resources**

Provide **data** - by when?



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently




STOP!


Don't Open
POWERPOINT
Until you know what you
are going to say...



Which topics should be in

YOUR CONVINCING PITCH?



The **Problem** you are solving



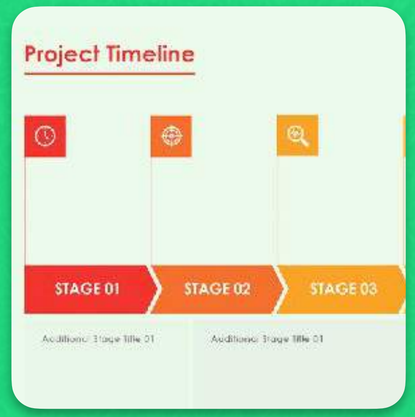
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time


How can you tell all of this
IN JUST 2 MINUTES?
LONG STORY
SHORT


Tell them the **headlines** of what
THEY **WANT TO KNOW**



The **Problem** you are solving



What you **Propose** to do to solve it



What will **Improve** as a result



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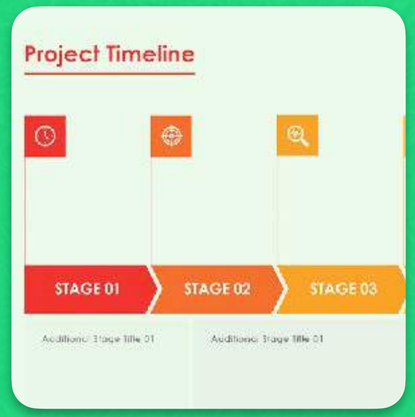


Timeline and next steps



Resources: money, time



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

What's the
Result
of the problem
you're solving?



PAIN

"We need to move our 6 data systems into one combined system"



PAIN

"Every day I travel 1 hour by train…"

I waste **3 hours** per week

Over **100 people** struggling with the same problem

Costing the company **13,000 hours every year** - and **hundreds of thousands Euros per year**



Lost **time?**

More **cost?**

Complex steps?

Lost **customers/** opportunities?

Bad **reputation?**

Quantify it:
put a **number** on it

Be specific
PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



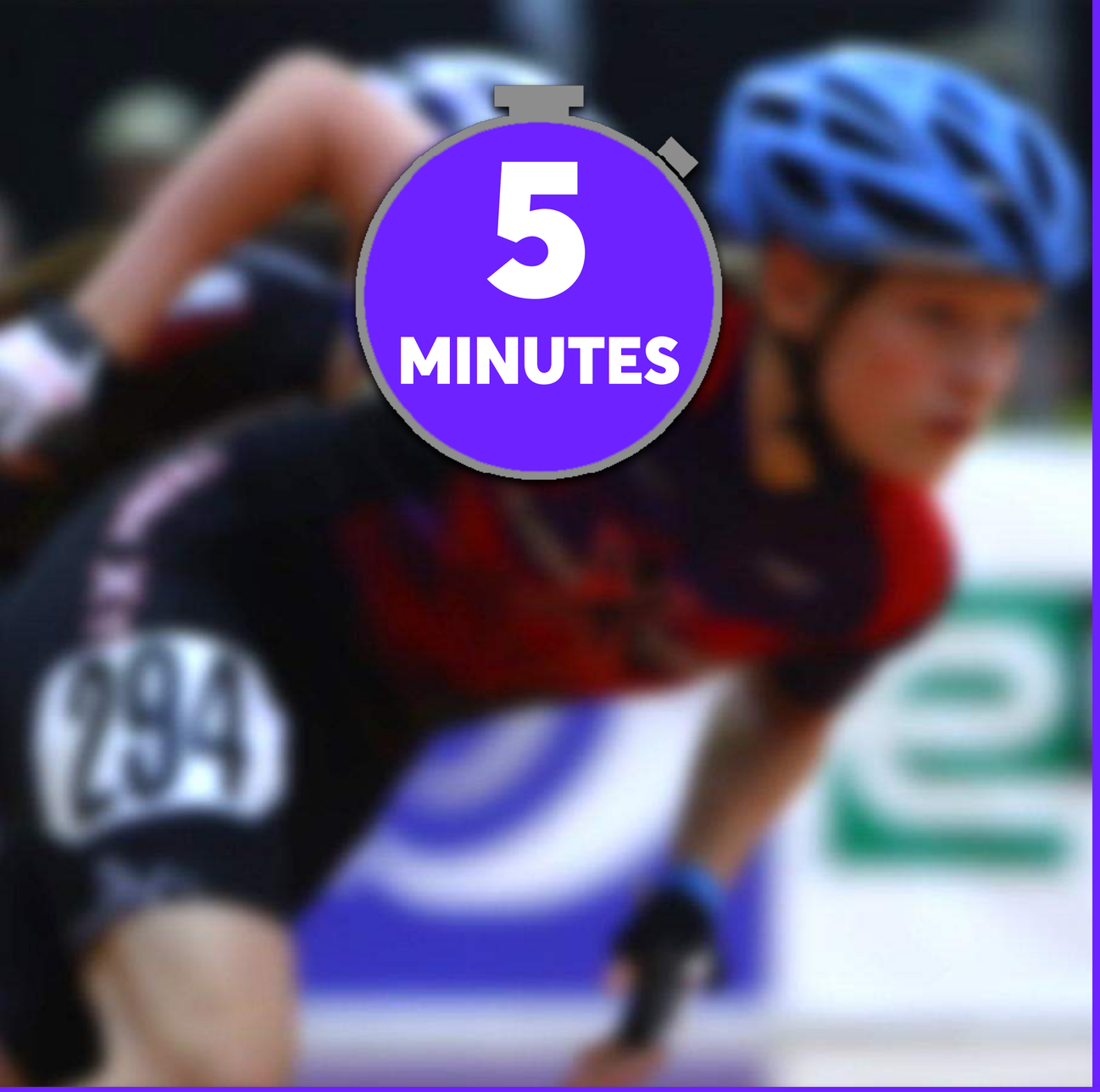
"It takes up to **72 hours**"

"They have to make up to **12 calls**"

Be specific
PUT A NUMBER ON IT

"There is too much energy inefficiency"

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



ACTION STEP

Brainstorm: write down
at least **5 things** about the **PAIN**

Who are the **customers**?
(Internal/external)

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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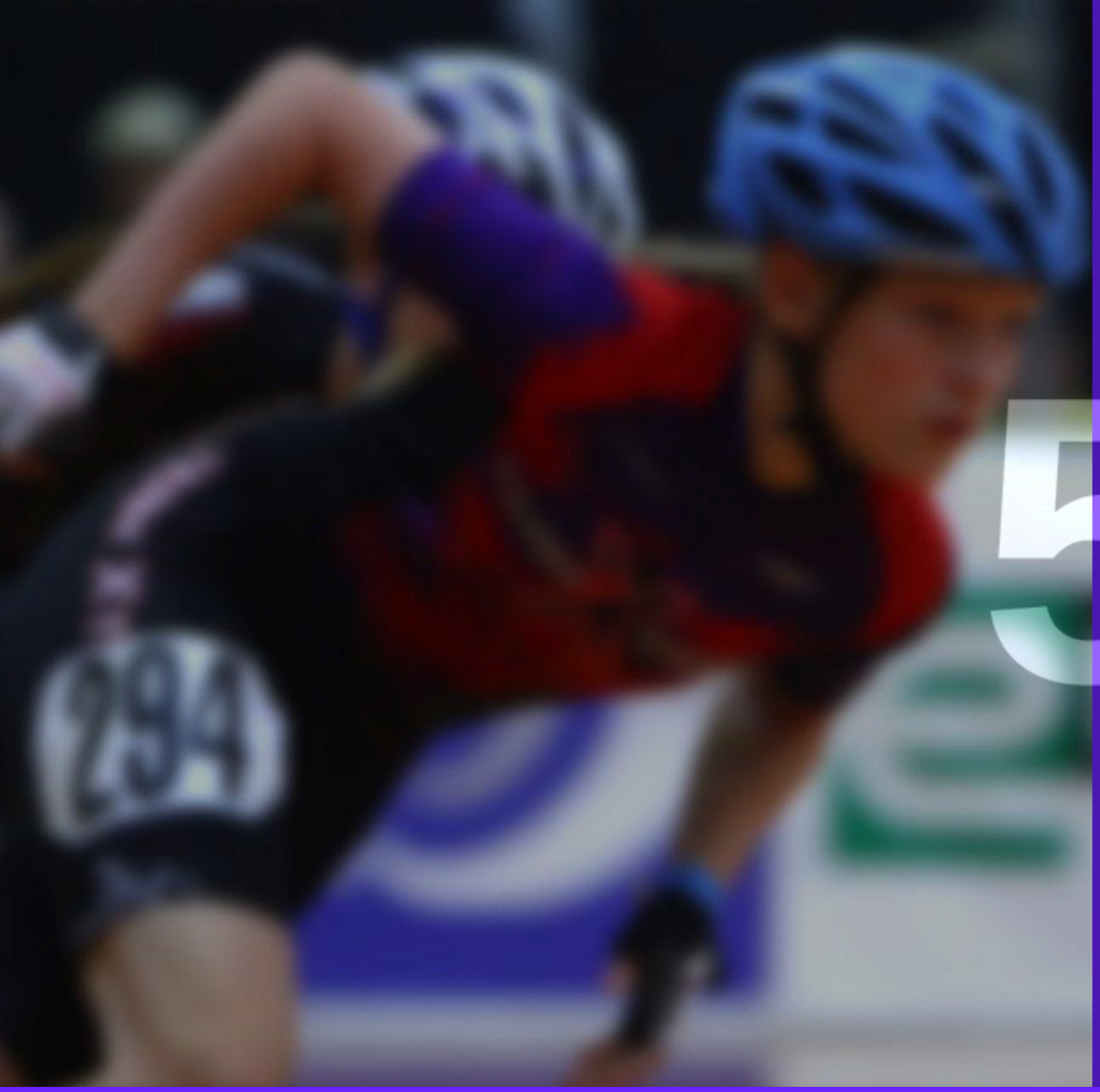

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The **Problem** you are solving



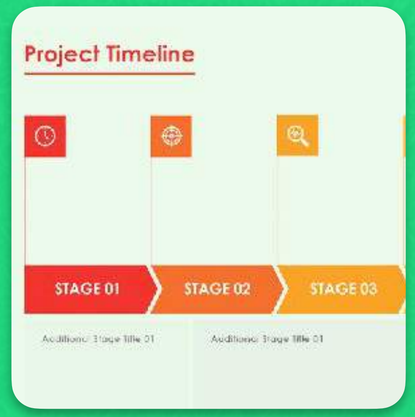
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time



PRODUCT

Project, Proposition, Proposal

How do you propose to **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product

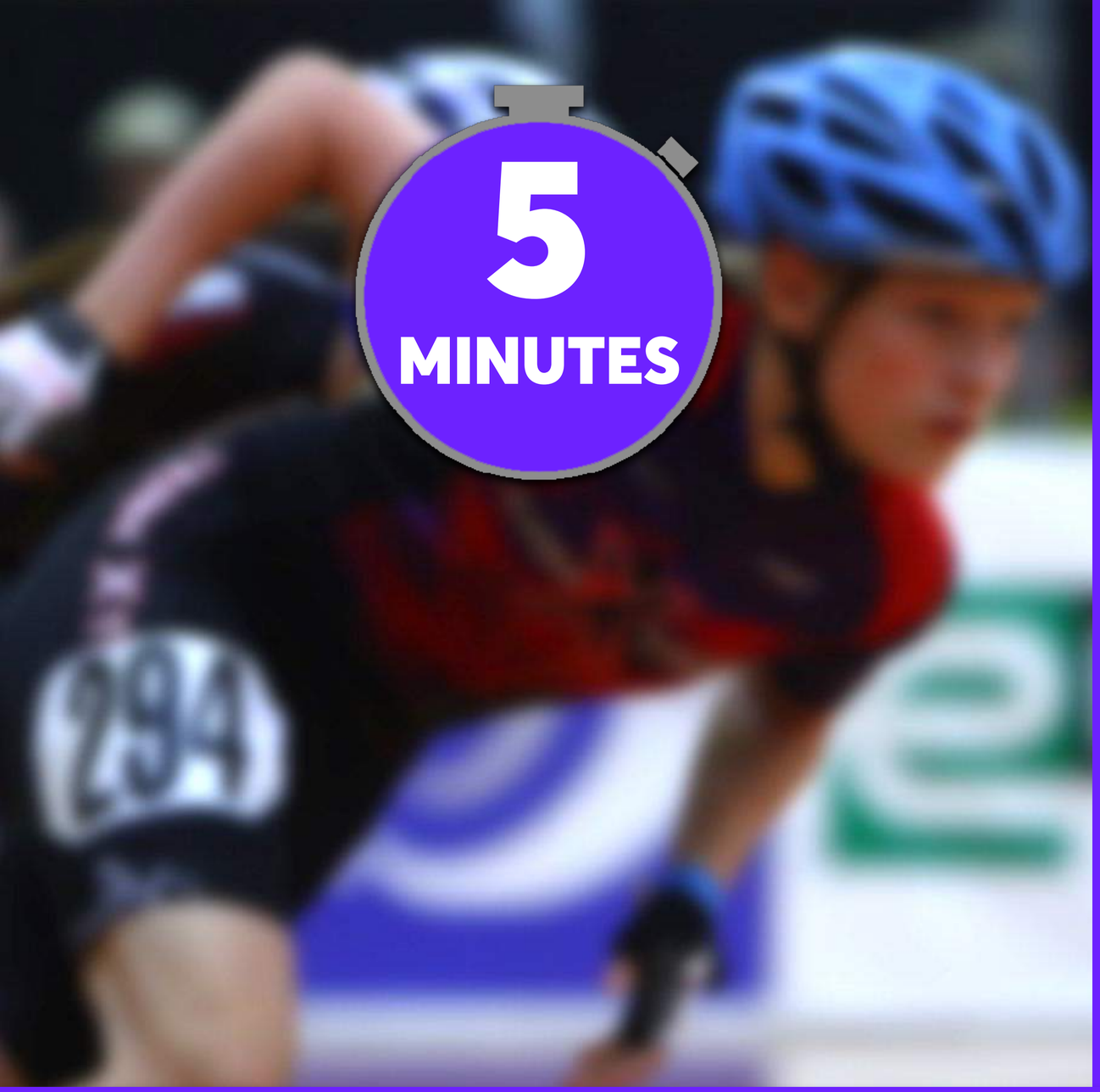


WHAT WILL IMPROVE?

You've anchored the **Problem** in **numbers**

Now show what **improvement** will/**might** be possible

Be **specific**!



ACTION STEP

Write down
3-5 things each about;

The **Product/Proposal**
to solve the problem

What **Improves** as a result:
and by **how much?**

Don't think too much: **just write**

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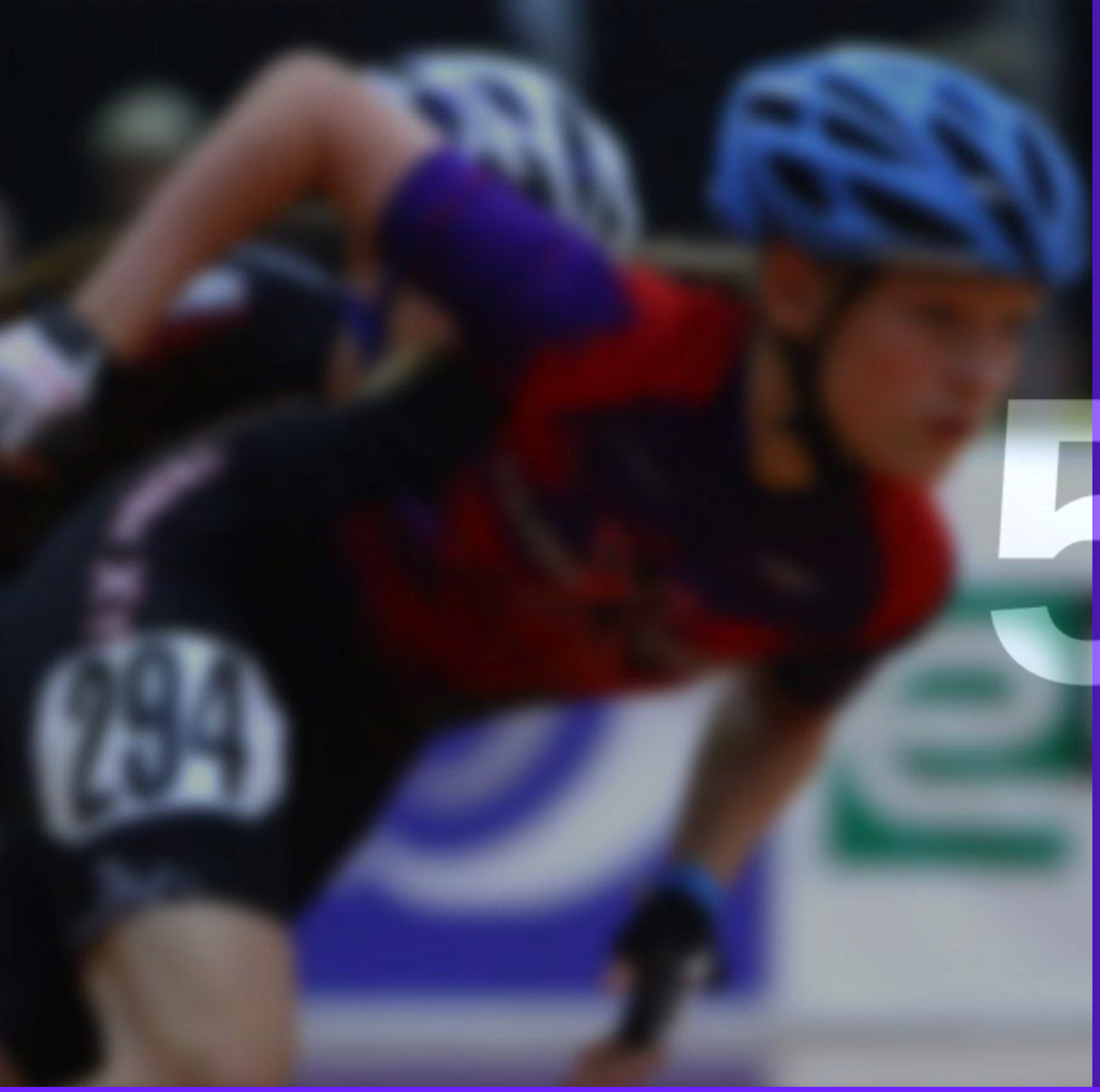

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The **Problem** you are solving



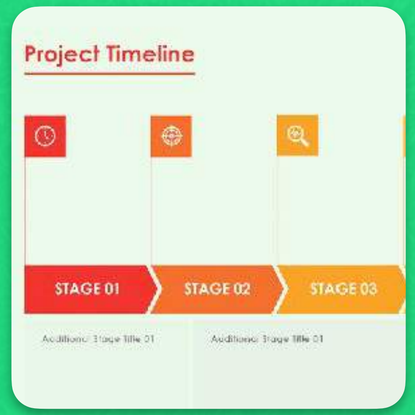
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time

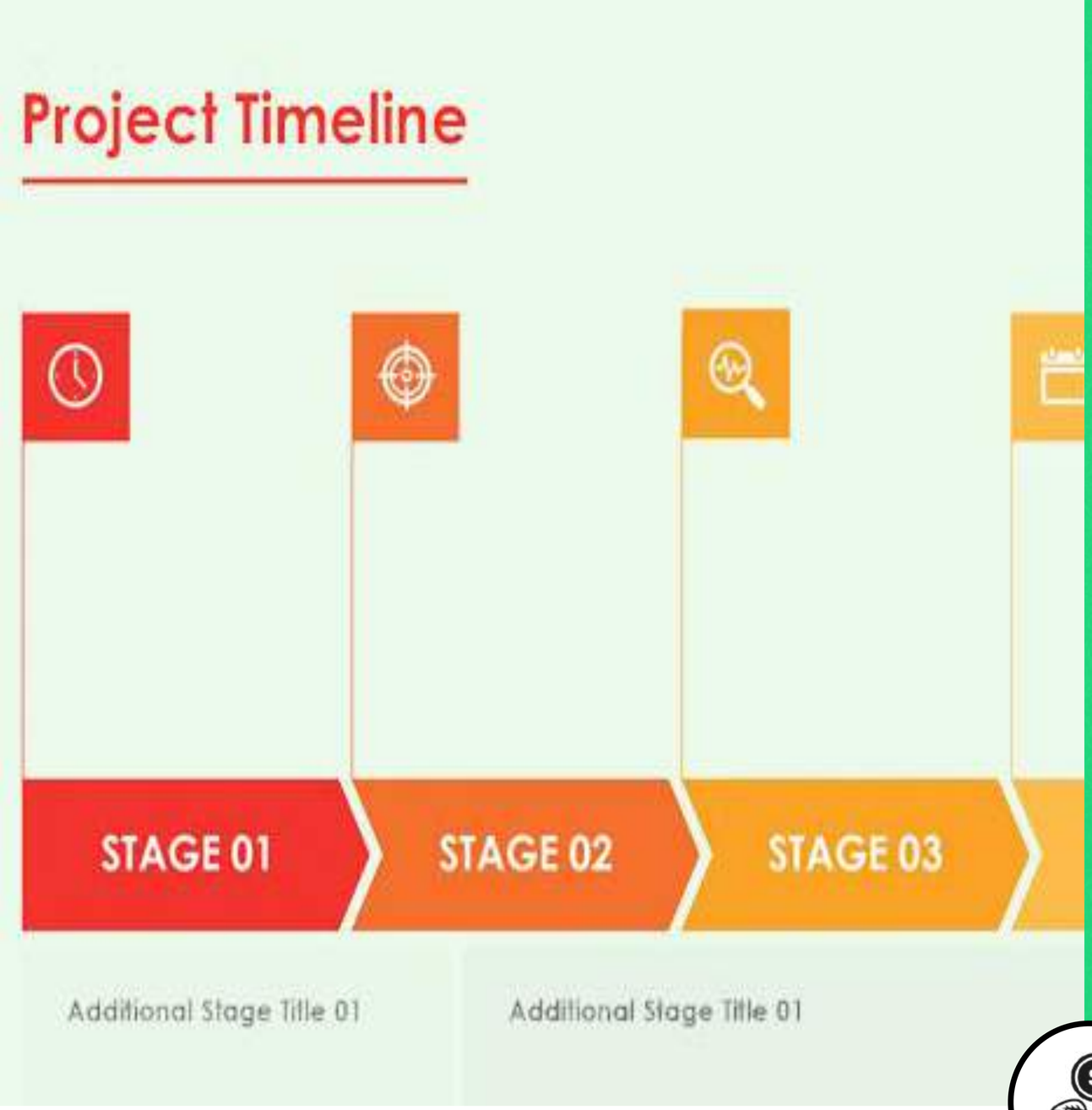


PROOF

What have you done to **test** the solution?

Already **partly implemented**, now rolling out?

Teams, departments, individuals already **on board?**



TIMELINE

What happens, **when**?

What happens **next** - first steps?

Keep it **simple**: 3-4 key phases/milestones



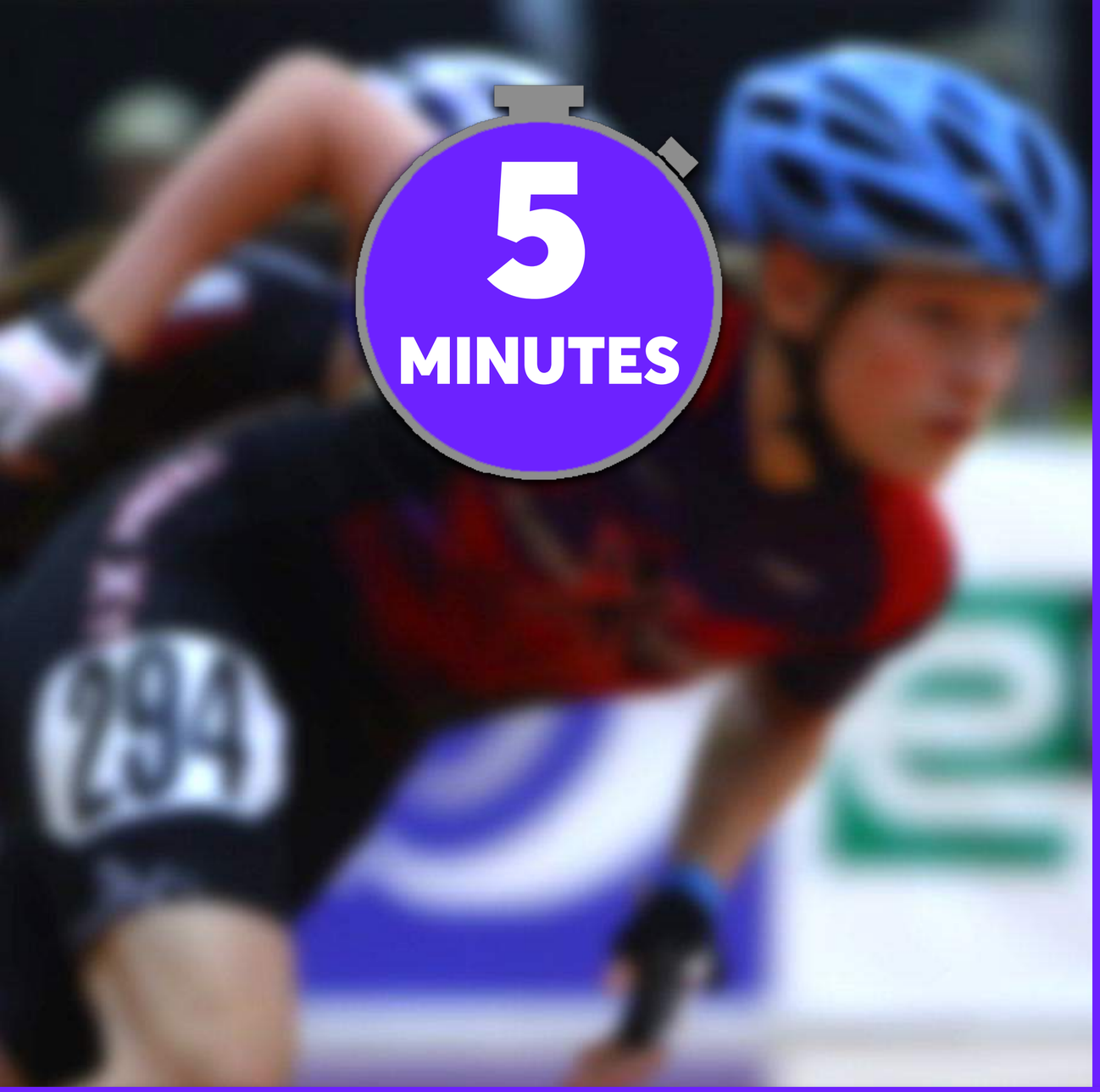
WHAT DO YOU NEED TO MAKE IT HAPPEN?

People resources?

Time **commitment**?

Money?

Feedback? Data?



ACTION STEP

Write down

3-5 things each about;

Have you been able to **Test**, or is there any **Proof** it will work?

Timeline: next steps?

Resources: People? Money? Time? Other **Support?**

Don't think too much: **just write**

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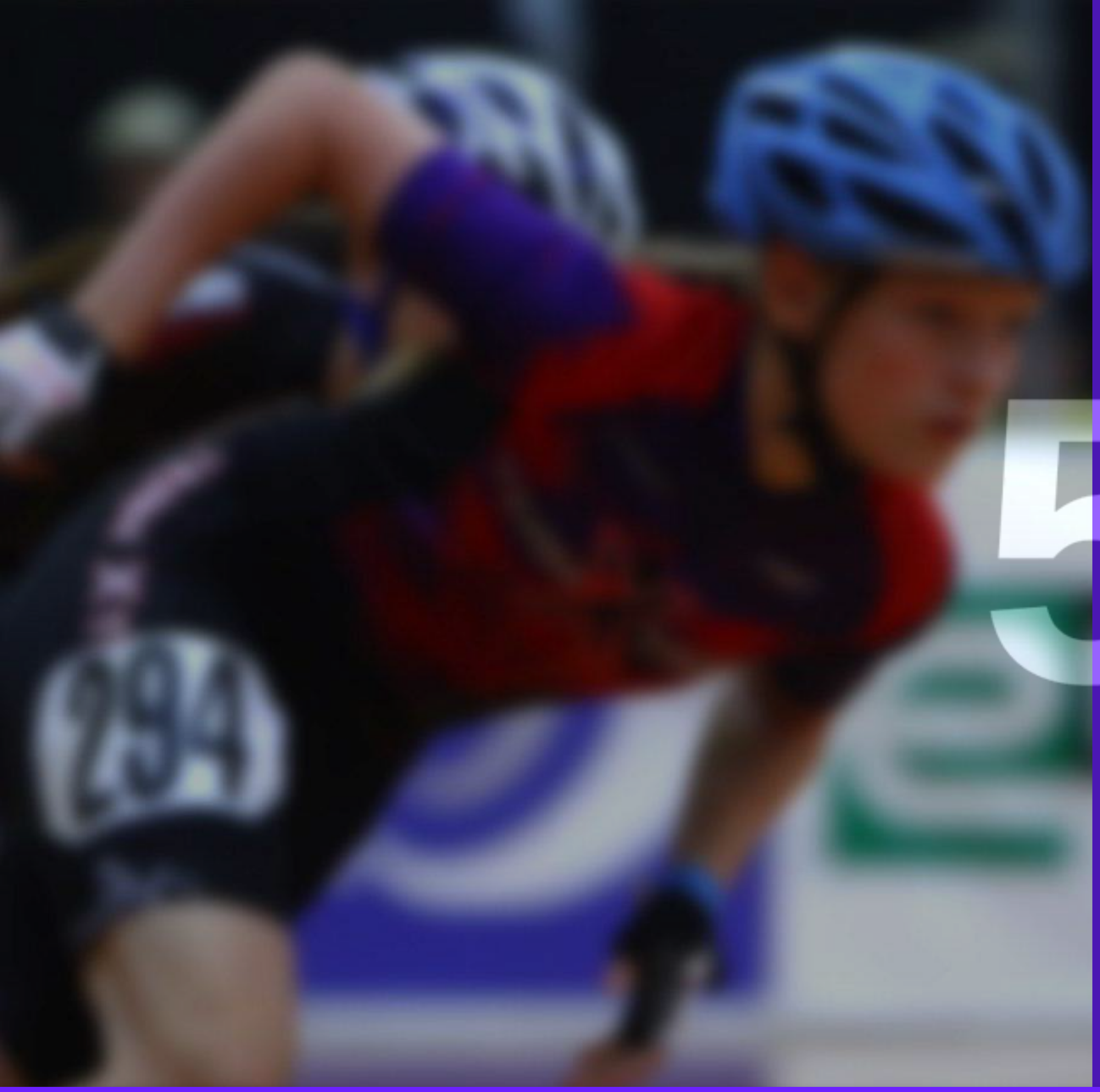

ACTION STEP

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Timeline: next steps?

Resources: People? Money? Time? Other **Support?**

Don't think too much: **just write**

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Let's put the thinking
INTO ACTION!



ACTION STEP

Prepare a **120 Second** pitch with the following;

Pain
Product
Improvement
Proof
Timeline
Resources

Add a 1 sentence Call To Action:
put your **Objective** into the pitch

120 seconds = 18 sentences



ACTION STEP

Prepare a **120 Second** pitch with the following;

Pain
Product
Improvement
Proof
Timeline
Resources

Add a 1 sentence Call To Action:
put your **Objective** into the pitch

120 seconds = 18 sentences

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Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

Test a **120 Second**
pitch with the following;

Pain
Product
Improvement
Proof
Timeline
Resources

Add a 1 sentence Call To Action:
put your **Objective** into the pitch

120 seconds = 18 sentences

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ACTION STEP

Test a **120 Second**
pitch with the following;

Pain
Product
Improvement
Proof
Timeline
Resources

Add a 1 sentence Call To Action:
put your **Objective** into the pitch

120 seconds = 18 sentences

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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

What we'll cover **TODAY**



What Goes Wrong in Pitch Meetings (and How to Fix it)



Let's Build & Test a 2 Minute Pitch!



The Power of Three, Body Language & Voice

Making your story

FOCUSED & MEMORABLE


The Power of
THREE

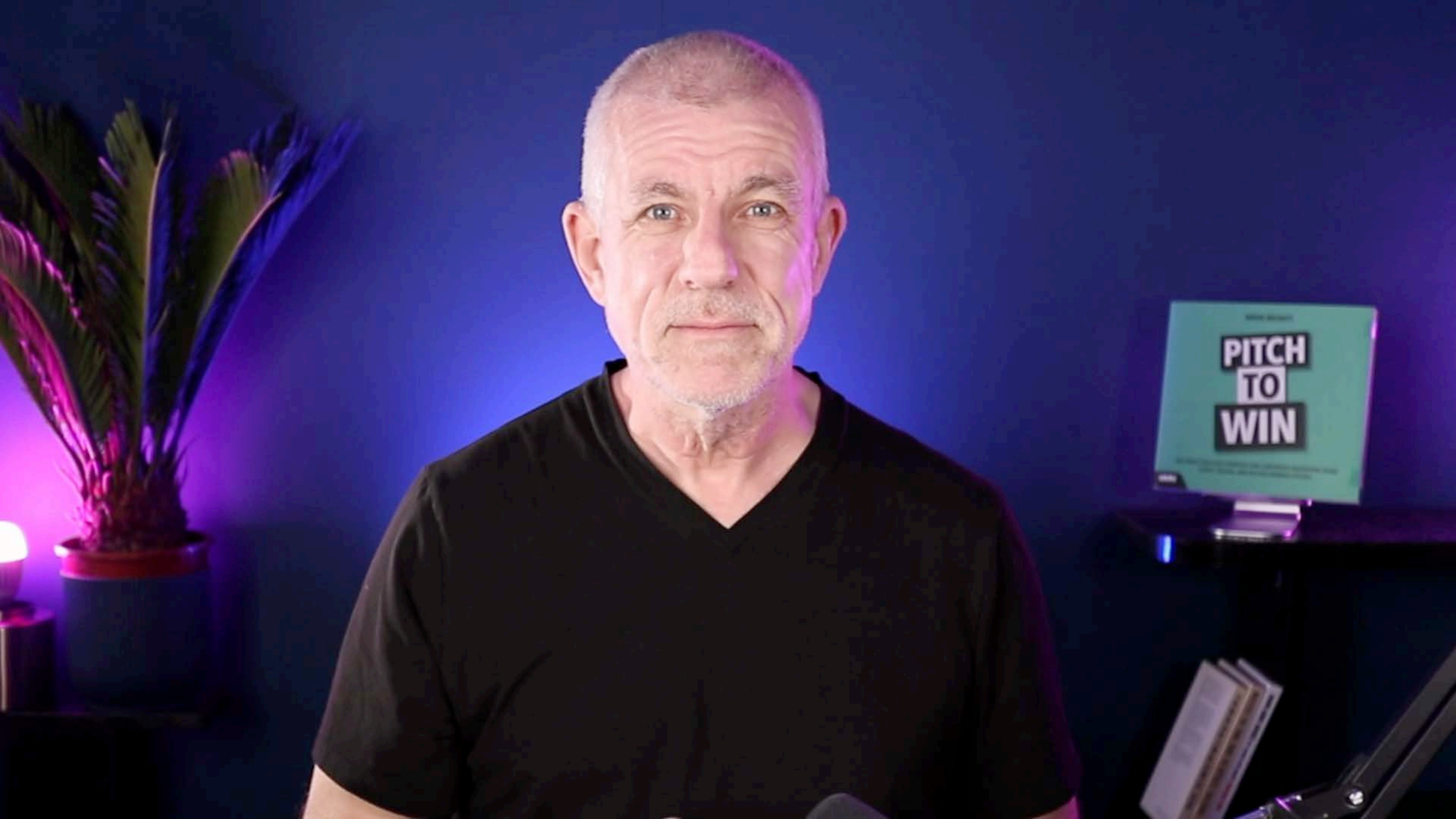
What happens if I say…

“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;

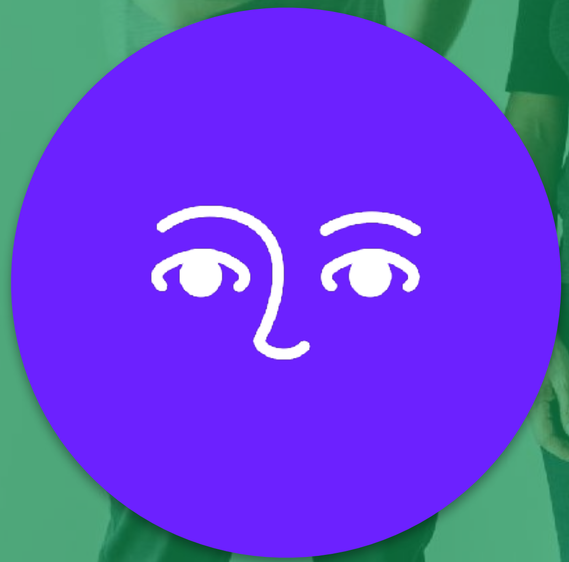
First…

Second…

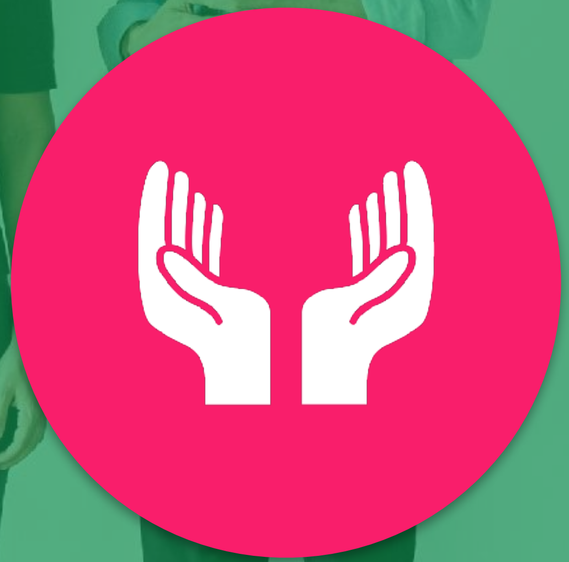
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of **BODY LANGUAGE**



EYES

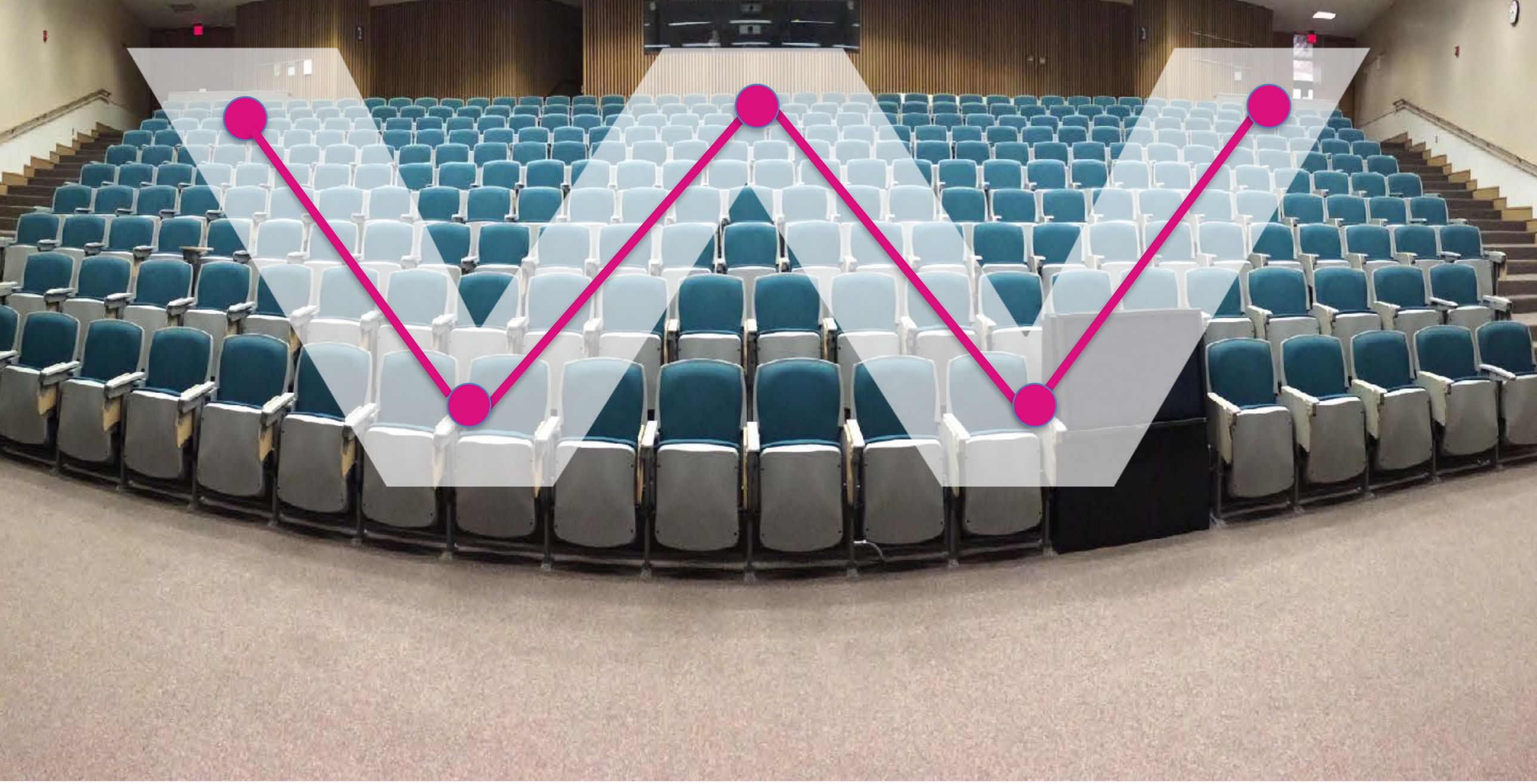


HANDS



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

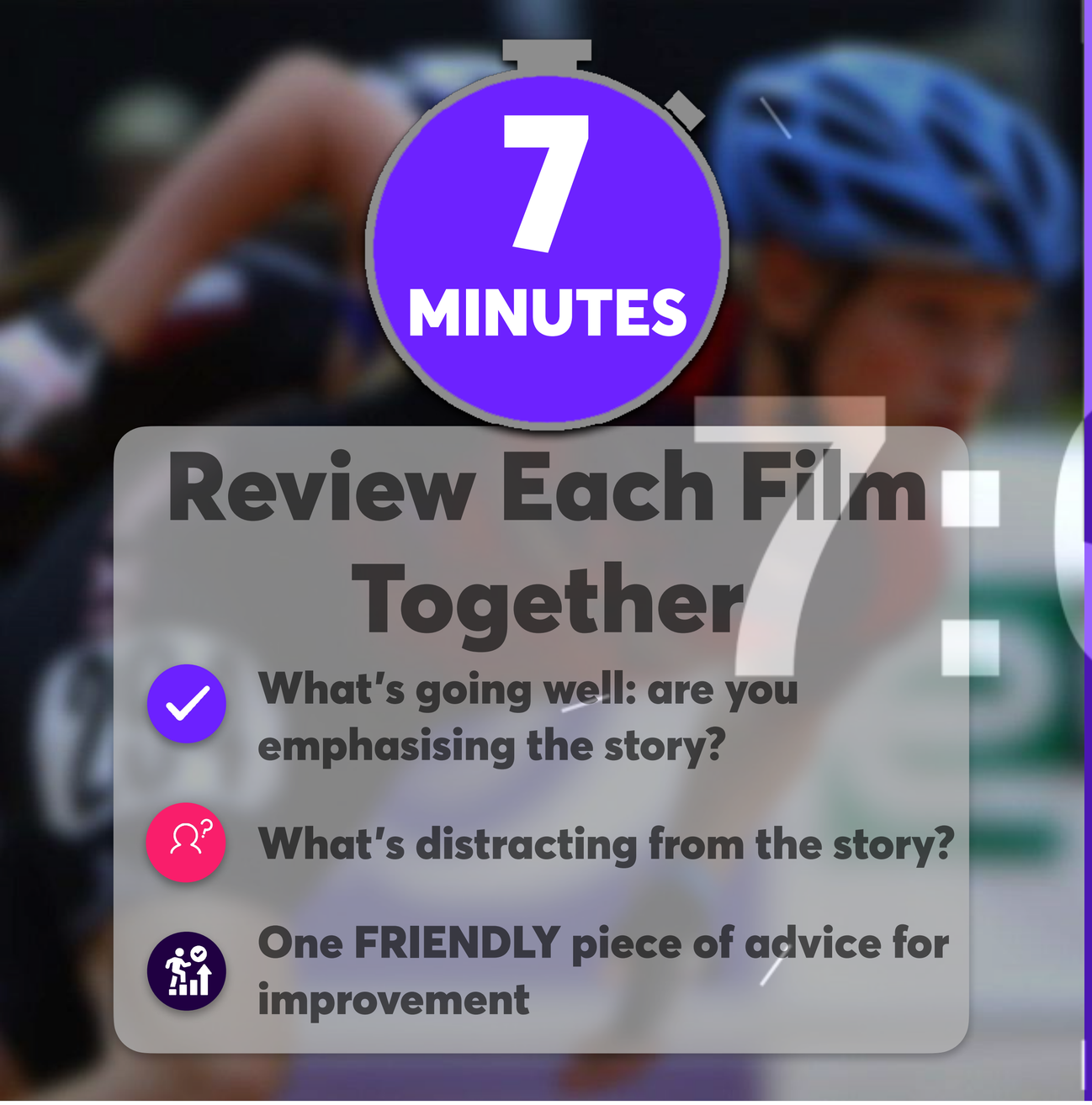
- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

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

Focusing on

Hand Gestures



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Focusing on

Hand Gestures

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**


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



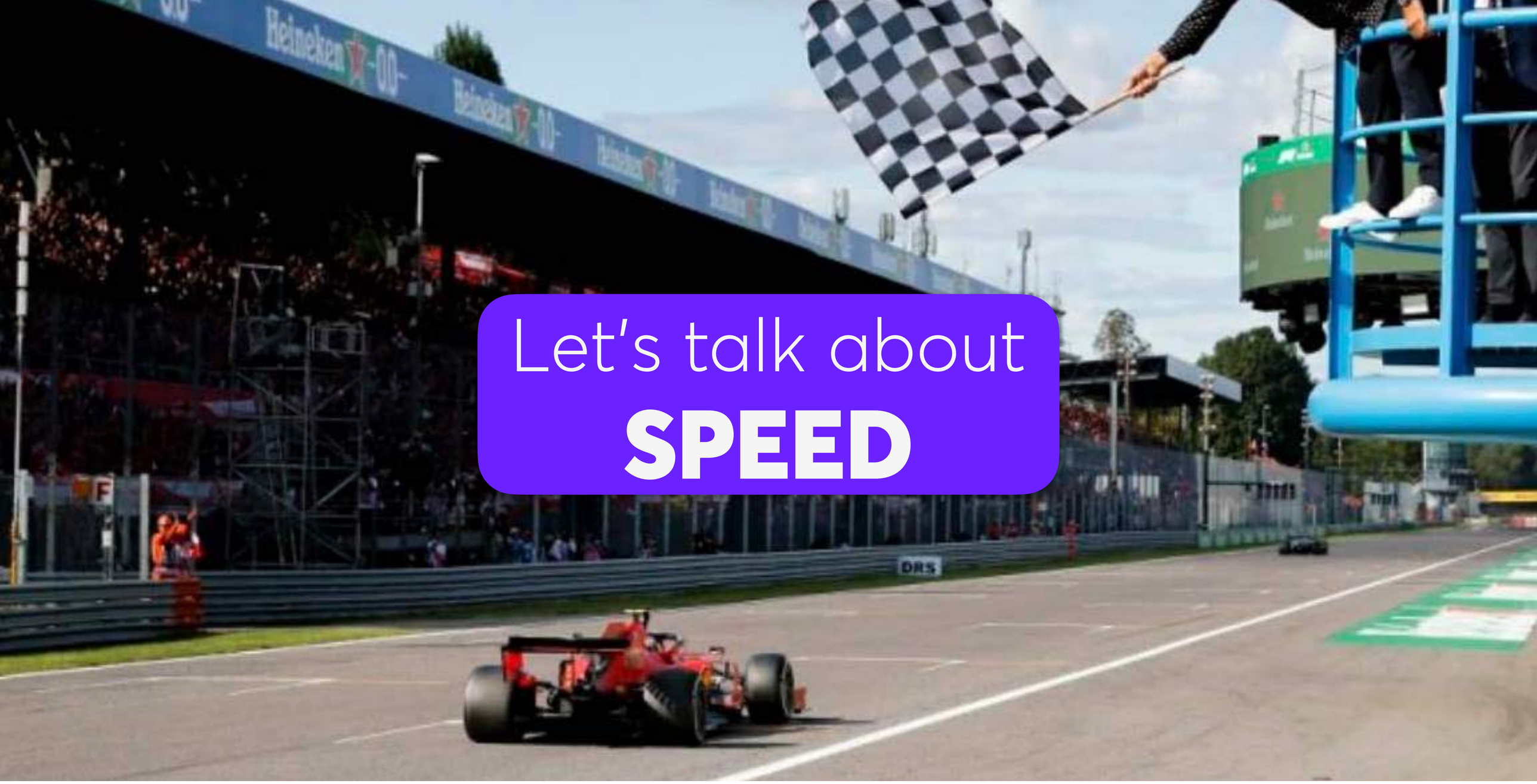
AIR in-between each **separate** piece of information




Give some **AIR** around
THE IMPORTANT POINTS

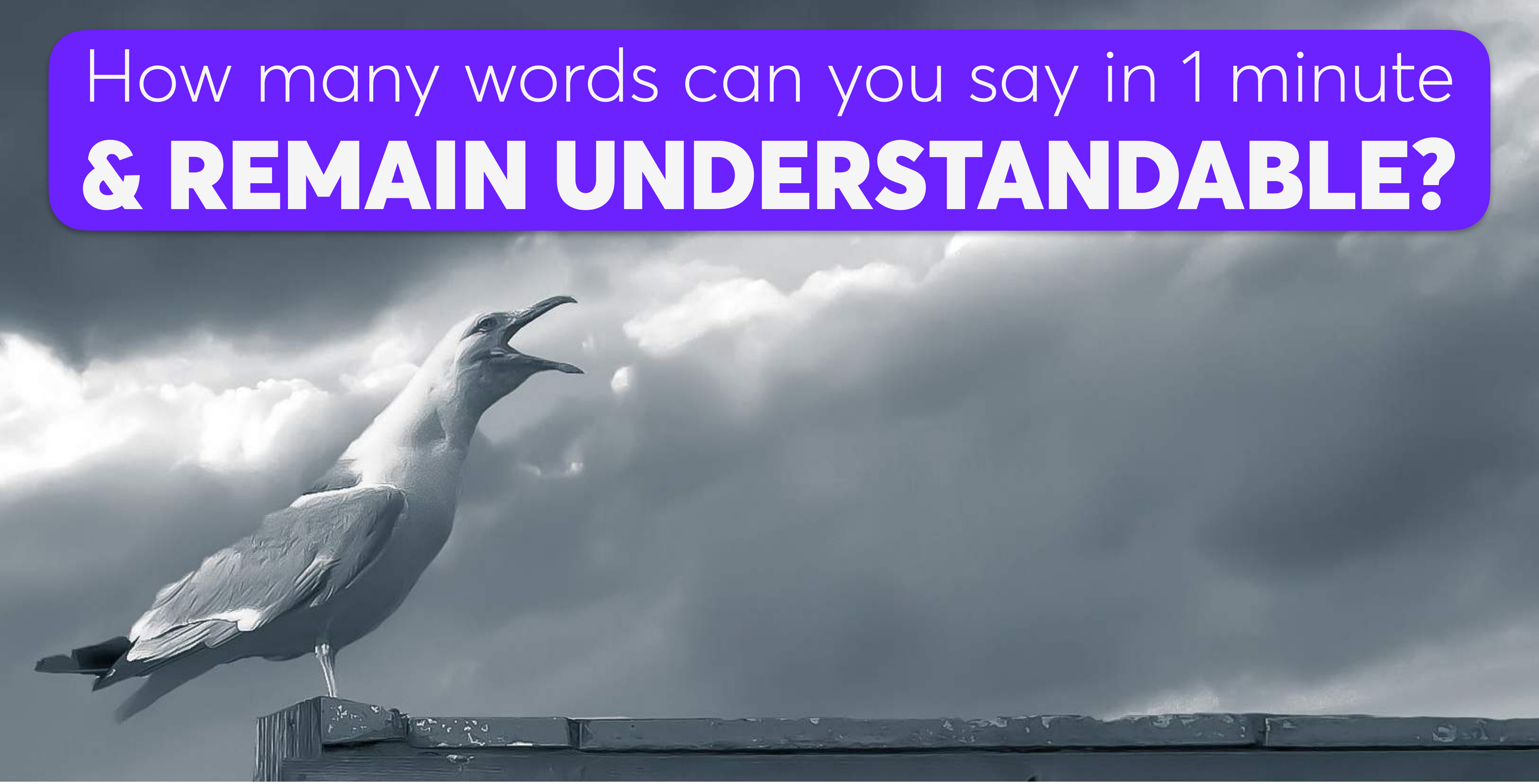


The **No.2** Reason why
PEOPLE GET CONFUSED

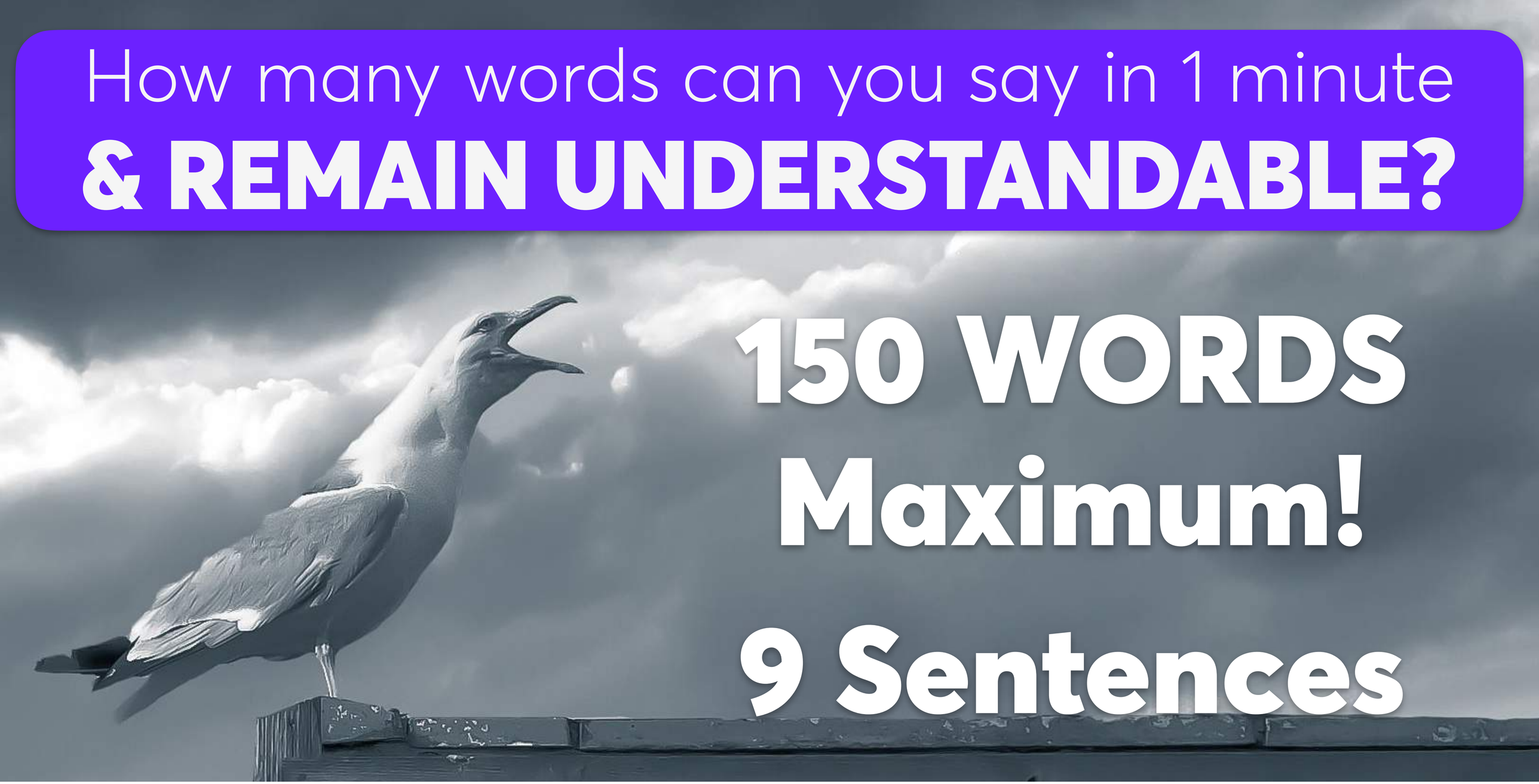


Let's talk about **SPEED**

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



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



150 WORDS Maximum!

9 Sentences


Best way to improve VOICE?
FILM YOURSELF PITCHING



How to 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 Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 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!


KEEP
CALM
AND
PITCH

Manage your
PITCHING NERVES



1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

WONDERWOMAN





Check her TED talk at **TED.com** (just search for **Amy Cuddy**)

3. Just...

BREATHE

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