

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

# David Beckett

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Coached 3000+ Startups & Scaleups
RAISED OVER €500MILLION
POSTCODE LOTTERY
GREEN CHALLENGE
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018
Workshop #1297


We are all trying to
CONVINCE BUSY PEOPLE

# The Pitcher



# 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!


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

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



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



Please
**CHALLENGE!**

You will receive

# SLIDES AND MANY MATERIALS












# What we'll cover **TODAY**



**The Most Frequent Pitch You Ever Make**



**Structuring Customer Meetings: Value First**




**Managing Q&A Successfully**

# 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 [redacted]"
"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

What do **you** do?

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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# 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

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

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# ACTION STEP

***Test* your Handshake Pitch:**

**IN BREAKOUT ROOMS**

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?

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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?


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 Customer Meetings: Value First**



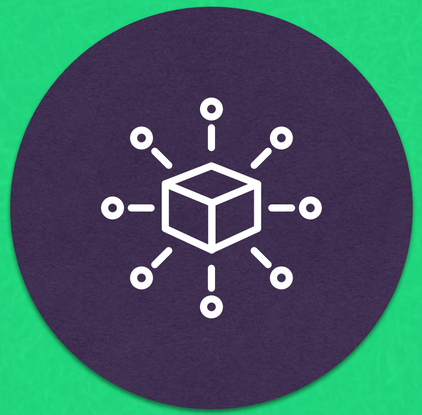

**Managing Q&A Successfully**

# 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 company 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

# THE FIRST 2 MINUTES



## Give them your BEST STUFF:

## the things THEY really care about

# Agenda

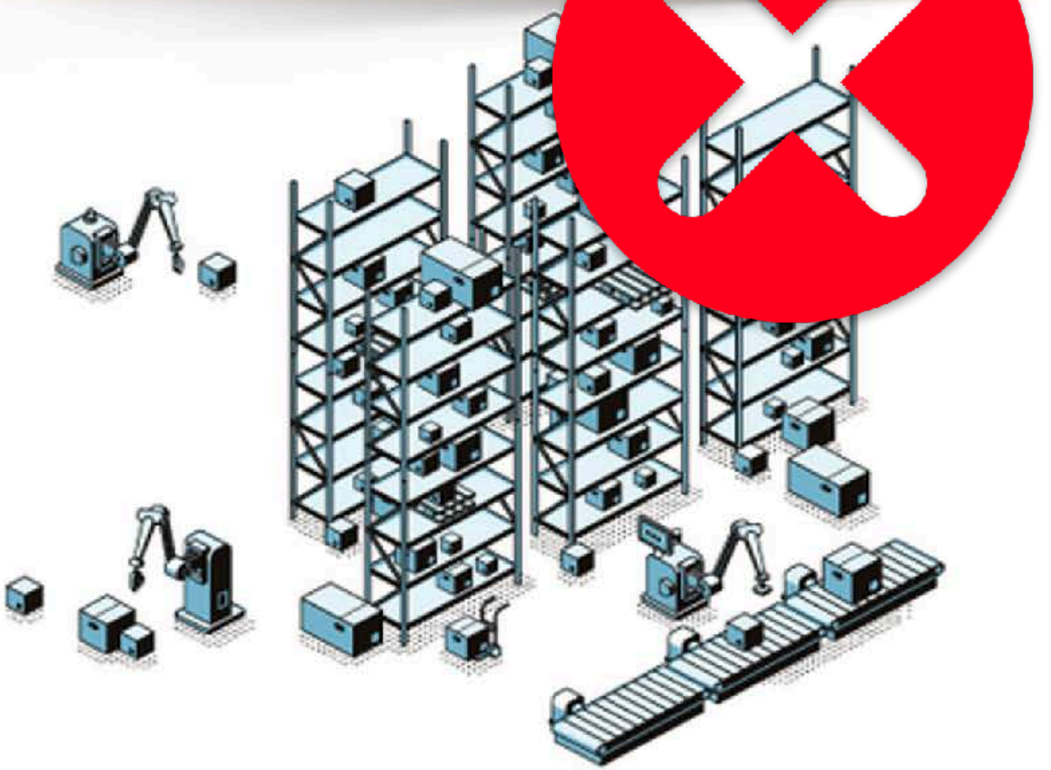


- Introduction to the project
- The research we did
- How we set up the project
- The SWOT analysis
- The Project Plan for the coming years
- Key milestones across the project plan
- The Resource analysis to bring it to fruition
- Longer term horizon to see where we go next
- Summary and questions

# 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 things
# CUSTOMERS WANT TO KNOW



You understand
their **Pain**



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



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

# 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 by **doing**…

The **results** they are getting are…

They're **saving** 30% of time/ cutting waste by 20%/…"

# Tell them the things
# CUSTOMERS WANT TO KNOW



You understand
their **Pain**



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



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

# One type of Storytelling
# THAT WORKS IN BUSINESS



# THE *'WE HELPED A CUSTOMER SUCCEED'* STORY



A CUSTOMER OF OURS...



FACED A PROBLEM...



WE DID THIS TO SOLVE IT...



AND THEY GAINED THIS!



# A CUSTOMER

**Who?**

A person, a company, a project?
Ideally a **Person!**

This story **reflects** the customer you tell it to

**Corporate?** Tell an **Architect customer** story

**SME?** Tell an **SME customer** story



# FACED A PROBLEM

What's happening for
**real people?**

What's the **result of the problem?**

**Rational:** Lost time?
More cost? Re-work?

**Non-Rational:** Over-whelmed?
Frustrated? Problem with their business?

Can you **quantify** the **problem?**



# WE DID THIS TO SOLVE THE PROBLEM

What did you/the team/ the company **do?**

Keep it **simple:**
Steps 1, 2, 3.

Which one **unique** thing was **better** or **different?**



# AND THEY GAINED THIS

As a **result,**
the customer…

**Saved** time, **reduced** cost,
**improved** lead time,
reduced **waste,**
**increased** sales

**Stopped** being **frustrated**,
got back in **control**

# THE *'WE HELPED A CUSTOMER SUCCEED'* STORY



A CUSTOMER OF OURS...



FACED A PROBLEM...



WE DID THIS TO SOLVE IT...



AND THEY GAINED THIS!

**BUT... KEEP IT SHORT!**

# 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**

Your **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** | **3-5 Mins** |

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/HOW**

# What we'll cover **TODAY**



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**Managing Q&A Successfully**

# Answering Questions
# UNDER PRESSURE



1

# LISTEN

Listen to the **last word** of the question!

Make sure the question you **THINK** they're asking

is **REALLY** that question!

2



# TAKE A MOMENT TO THINK!

Allow your brain to **process** what to say - **before** starting to speak!

**Close your mouth** when thinking!

# 3 types of answer structure
# THAT REALLY WORK

**3**

**Steps or Topics**

**2**

**Contrasting Options or Viewpoints**

**1**

**Big Thing**



3

# BE PREPARED FOR THE WORST

Make a list of the questions you really **DON'T** want to be asked

Decide on **talking points** per item

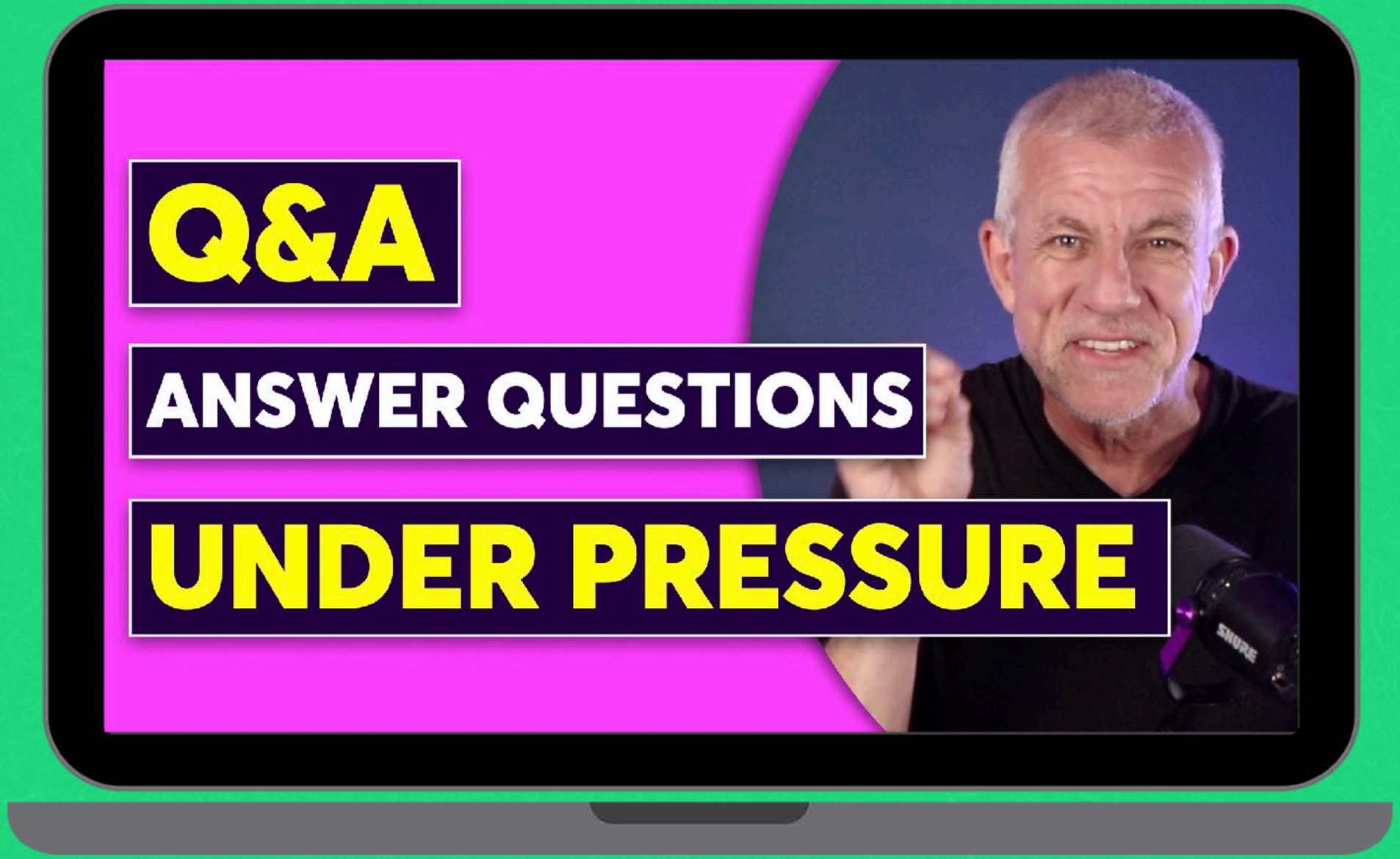
4



# KEEP IT SHORT!

Don't **over-explain**: people **lose focus** easily.

**Short,** to the point, let them ask another question.

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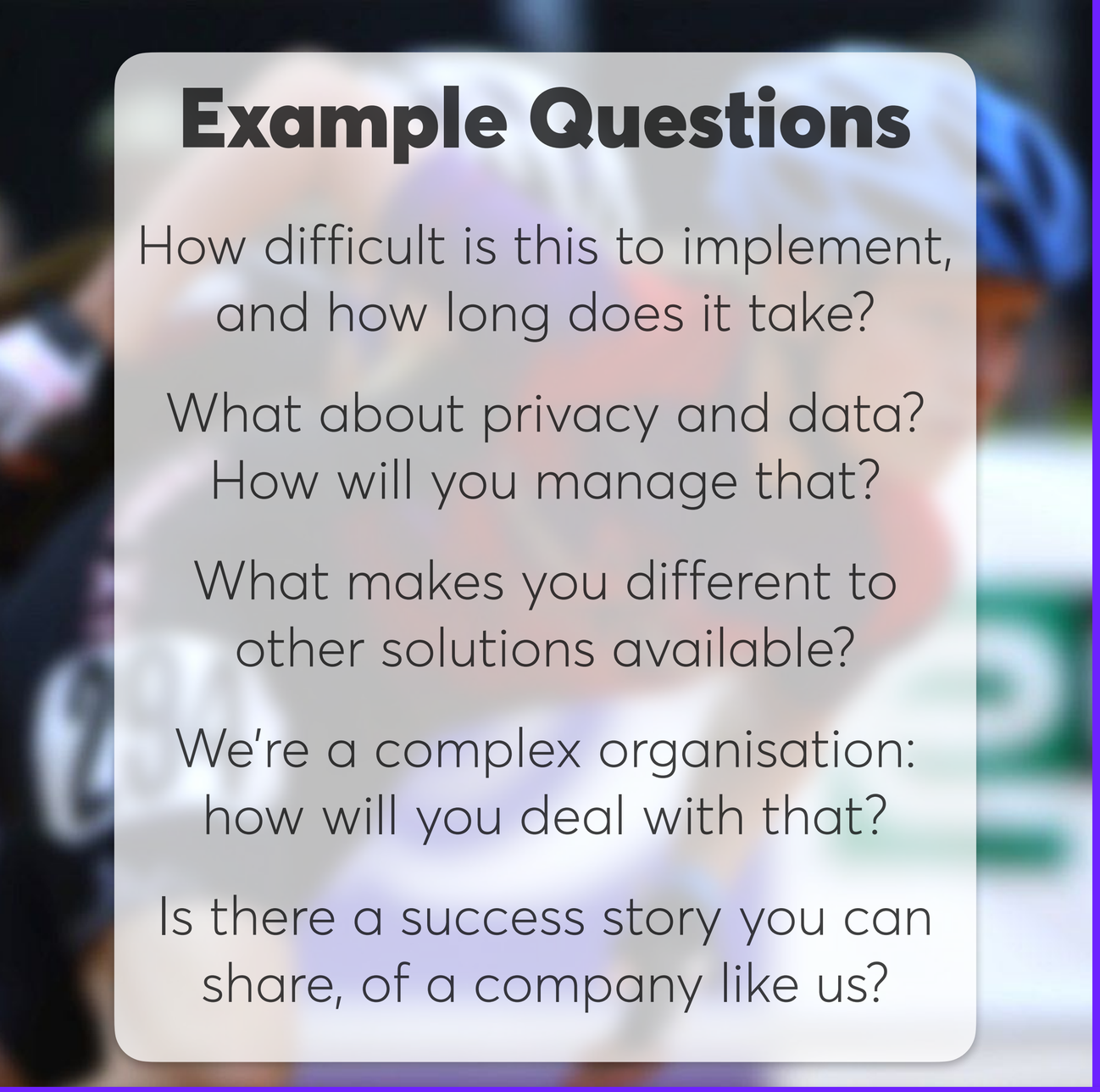

## Example Questions

How difficult is this to implement, and how long does it take?

What about privacy and data? How will you manage that?

What makes you different to other solutions available?

We're a complex organisation: how will you deal with that?

Is there a success story you can share, of a company like us?

# ACTION STEP

**TRY OUT:**

The Q&A Strategy in pairs

Step 1. **Listen** to the **last** word

Step 2. **Pause** and **think**

Step 3. Apply a **structure** of 3, or 2, or 1 to your answer.

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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**


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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**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

**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?



**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

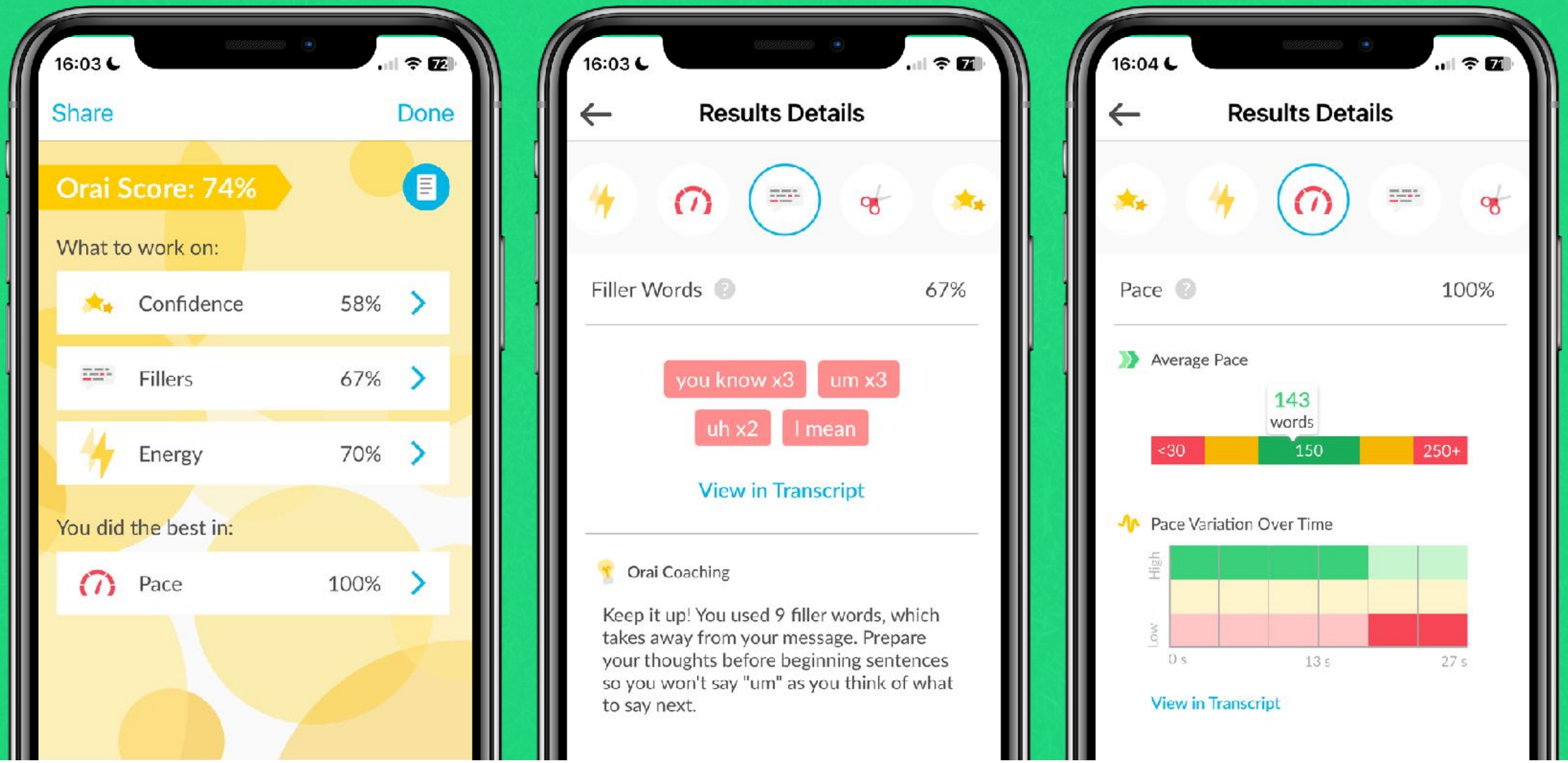


## Focus on Silence



## 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

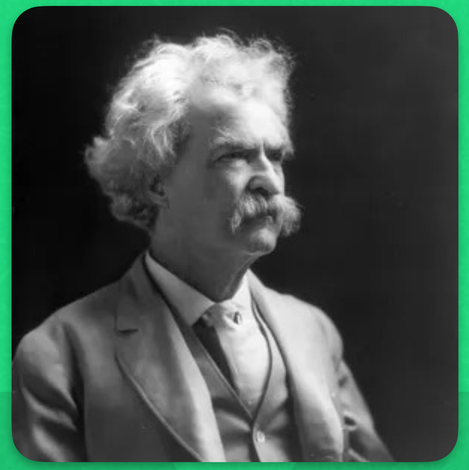
# REDUCING FILL WORDS



## 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!**

Pitch tools and

# RESOURCES







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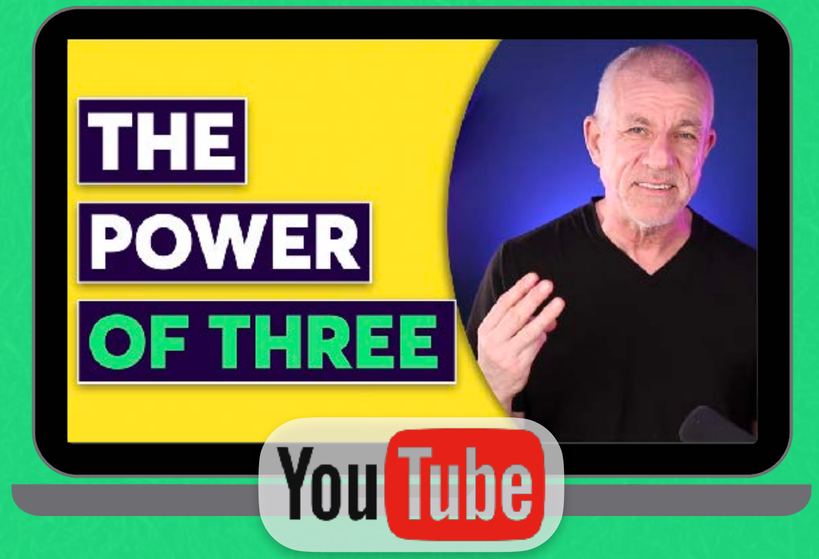


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