How do you CONVINCE BUSY PEOPLE?



DAVID BECKETT

Pitch Coach

Author of ‘Pitch To Win’

Coached **3000+** Startups & Scaleups



Trained **44,000+** Professionals

NETFLIX
TOMMY HILFIGER
DOUWE EGBERTS
ABN·AMRO
tomtom
TEDx
Booking.com
amazon
TOYOTA
IKEA
vodafone
tnw

Numerous organisations in **THE MICE INDUSTRY**

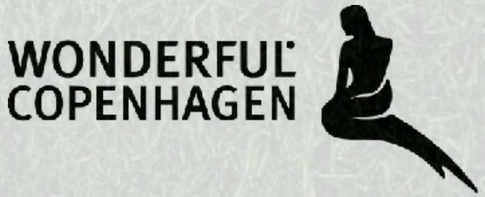












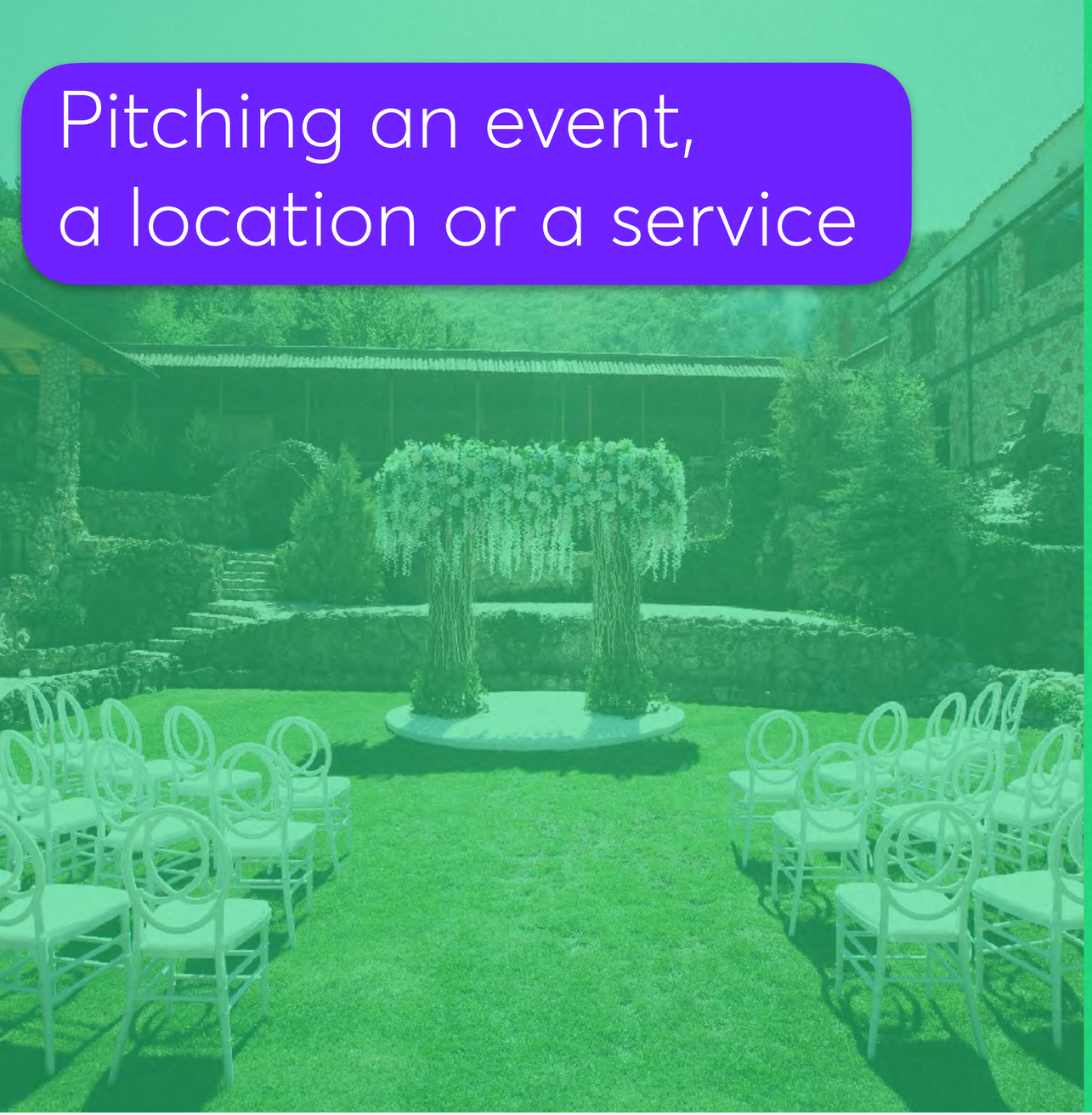








Pitching an event,
a location or a service



For Sponsorship or
Corporate Partnership



Pitching an event,
a location or a service

For Sponsorship or
Corporate Partnership

There is one thing that
UNITES US ALL


We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







LONG STORY

SHORT

Let's do something

QUICKLY TOGETHER



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!



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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 we'll cover **TODAY**



What goes wrong in the first two minutes



Time and Attention



The Most Frequent Pitch You Ever Make

Most pitch meetings go wrong

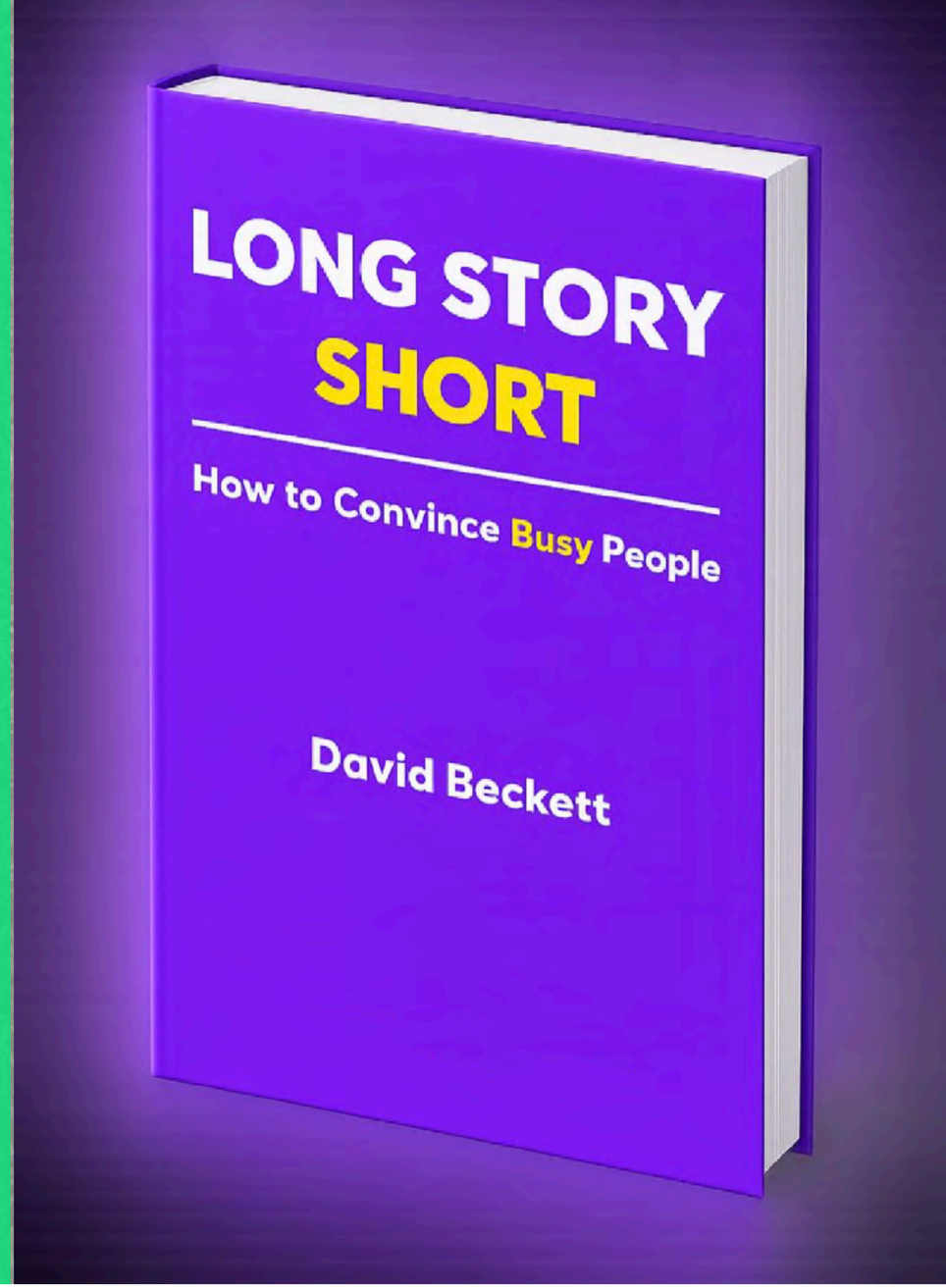
IN THE FIRST TWO MINUTES

My New Book

(To be published January 2027)

I've Interviewed

SENIOR EXECUTIVES





Partner & BU Leader

pwc



Vice President Legal

tomtom



Executive Vice President

Capgemini



Strategic Planning Director

Canon



CEO NL

ENGIE



CEO NL

PARADOR



Founder& CEO

BT SOURCED



Executive Director & CEO, AEF

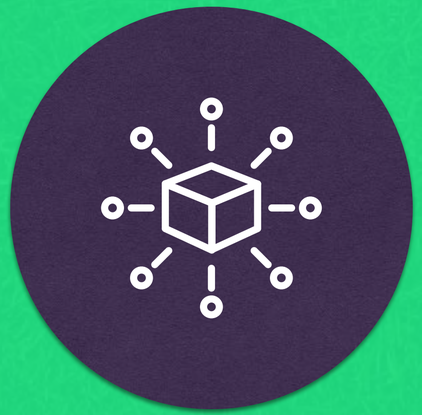
Alibaba

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

THE FIRST 2 MINUTES



Give them your BEST STUFF:
the things THEY really care about

Tell them the things
CUSTOMERS WANT TO KNOW



You understand their **Needs/ Challenges/ Ambitions**



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



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


One type of Storytelling
THAT WORKS IN BUSINESS
Amsterdam

THE *'WE HELPED A CUSTOMER SUCCEED'* STORY



A CUSTOMER OF OURS...



HAD THIS CHALLENGE



WE DID THIS TO MEET IT...



AND THEY GAINED THIS!

BUT... KEEP IT SHORT!

Tell them the things
CUSTOMERS WANT TO KNOW



You understand their **Needs/ Challenges/ Ambitions**



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



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

Tell them the things
CUSTOMERS WANT TO KNOW



You understand their **Needs/ Challenges/ Ambitions**



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



You understand their **Needs/ Challenges/ Ambitions**



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



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



Team: the **People** who will help **Them** be **Successful**

And tell them **QUICK!**



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!

Meeting Tech	Pitch	Q&A
3 Mins	**25 Mins**	**5 Mins**

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

Meeting Tech **3 Mins**

Pitch **3-5 Mins**

We're going to make a 5 minute pitch
Then we'd love to answer your questions

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

Meeting Tech
3 Mins

Pitch
3-5 Mins

Q&A
15 Mins

Ask the magic question… 🪄

What would you like to know more about?

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

Meeting Tech **3 Mins**	Pitch **3-5 Mins**	Q&A **15 Mins**	Next Steps **3-4 Mins**

We're having a good conversation, I'm conscious of **Your Time**… Shall we **plan next steps?**

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



LEAD WITH
VALUE FOR **THEM**



ANSWER QUESTIONS
ON **PROCESS**

When under time pressure...

AND THAT'S ALMOST ALWAYS!



CLARITY FIRST



DETAILS ON DEMAND

What we'll cover **TODAY**



What goes wrong in the first two minutes

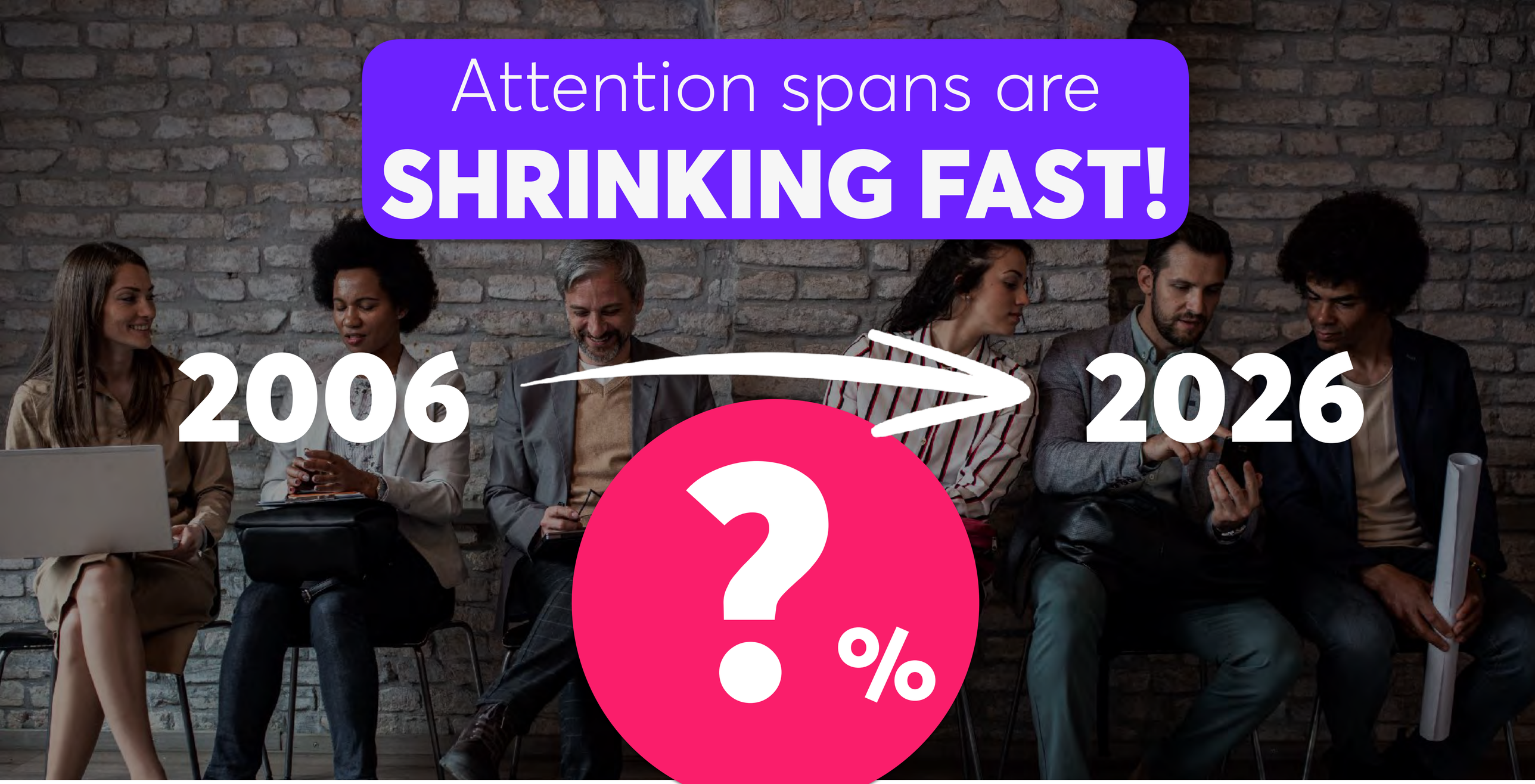


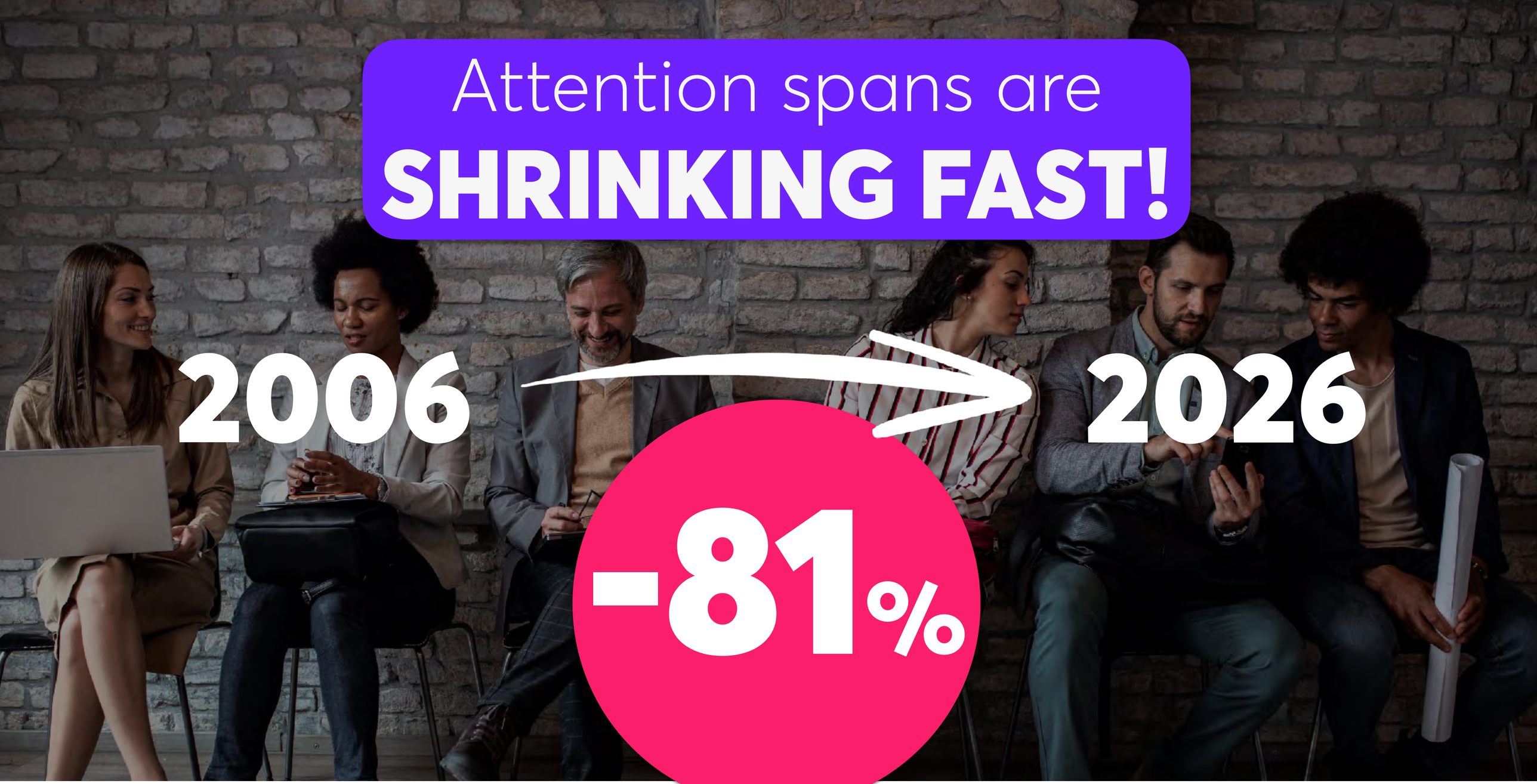
Time and Attention



The Most Frequent Pitch You Ever Make

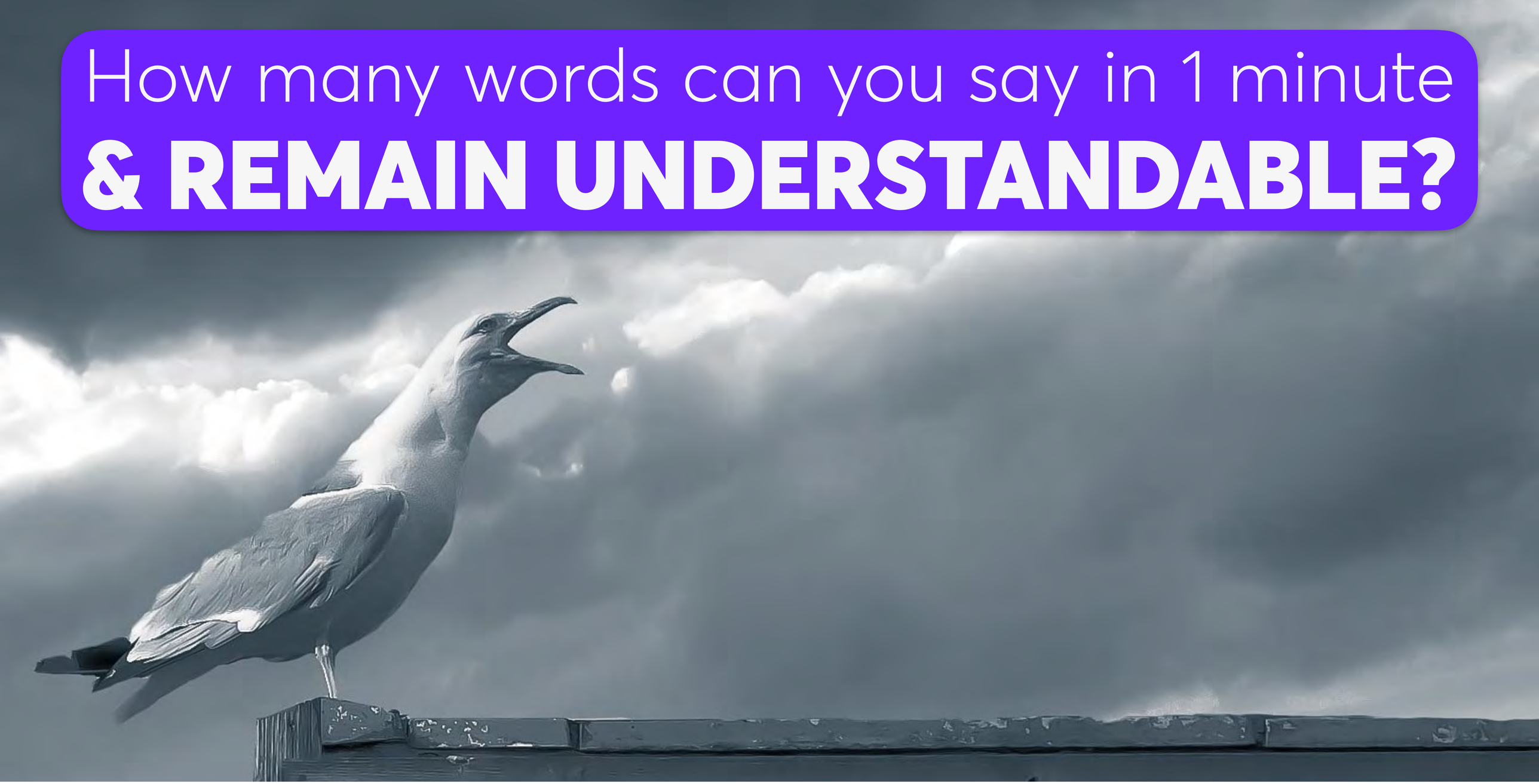

We are all trying to
CONVINCE BUSY PEOPLE


Attention spans are
SHRINKING FAST!
2006
2026
?
%

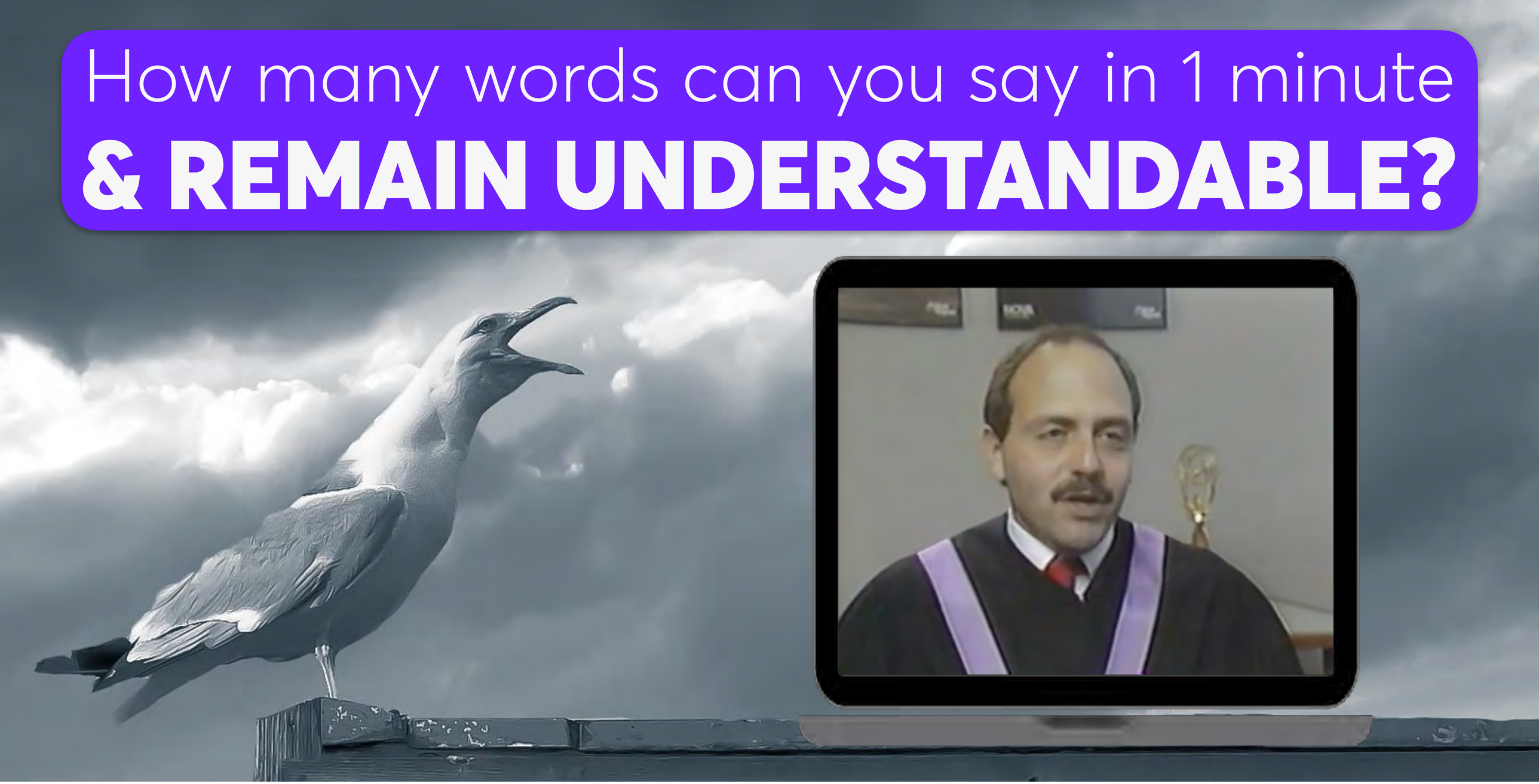

Attention spans are
SHRINKING FAST!
2006
2026
-81%


Let's talk about
TIME

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



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



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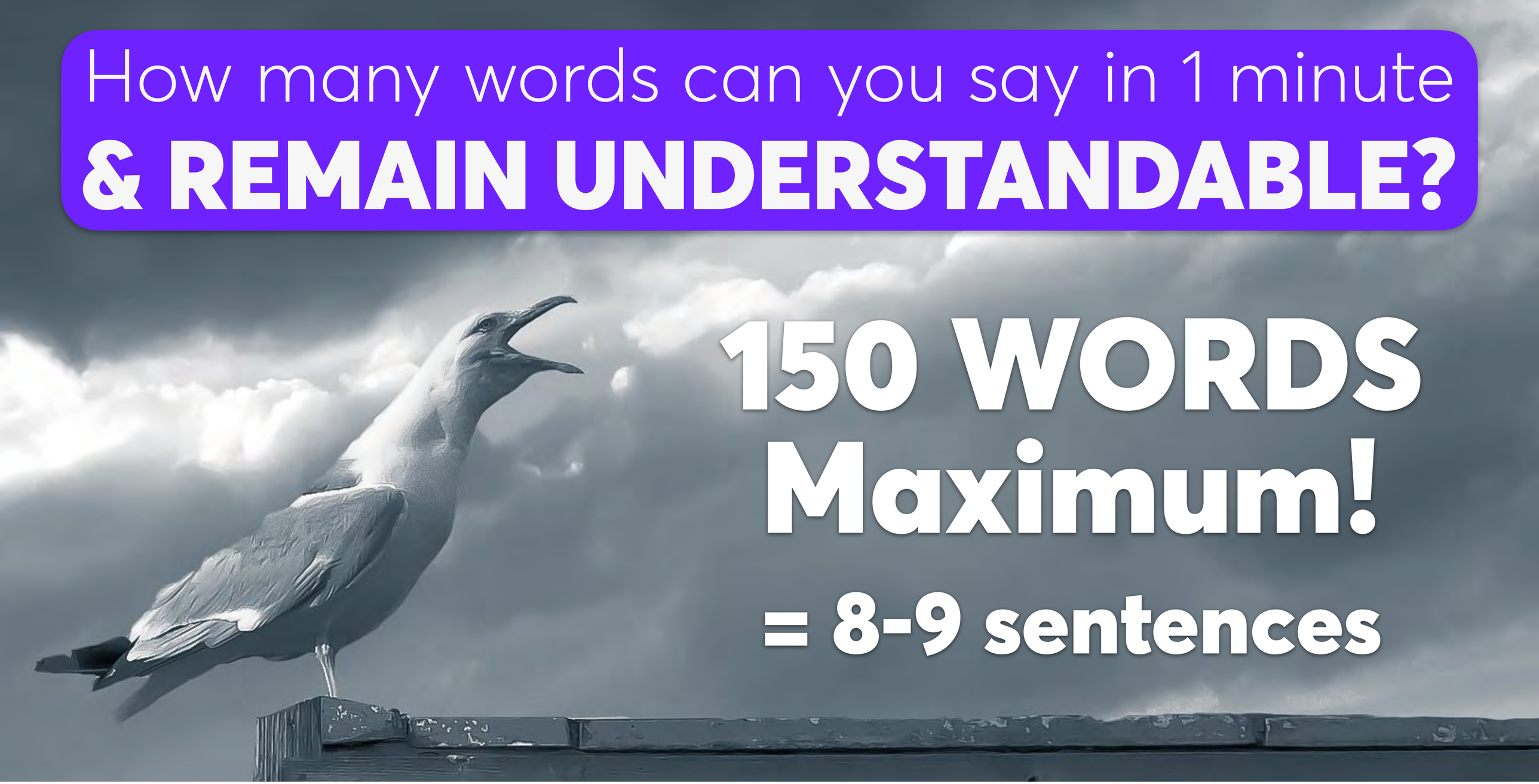
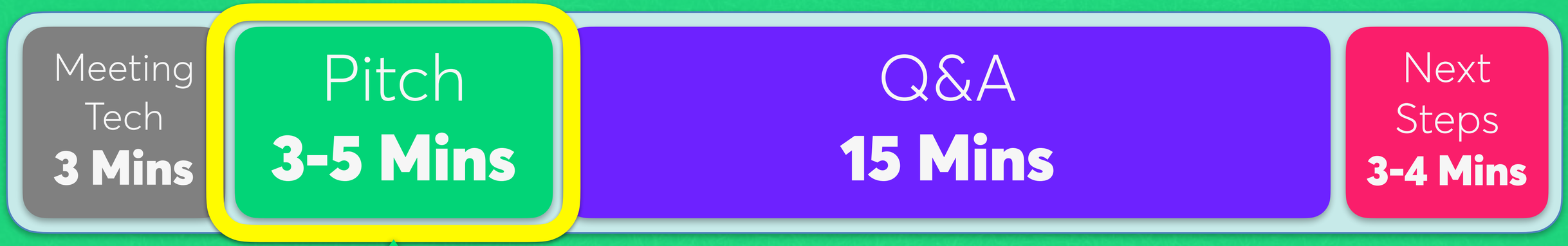


150 WORDS Maximum!

= 8-9 sentences


143
Words/min

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



5 minutes = **40-45** Sentences

Don't plan **too much** Info!

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

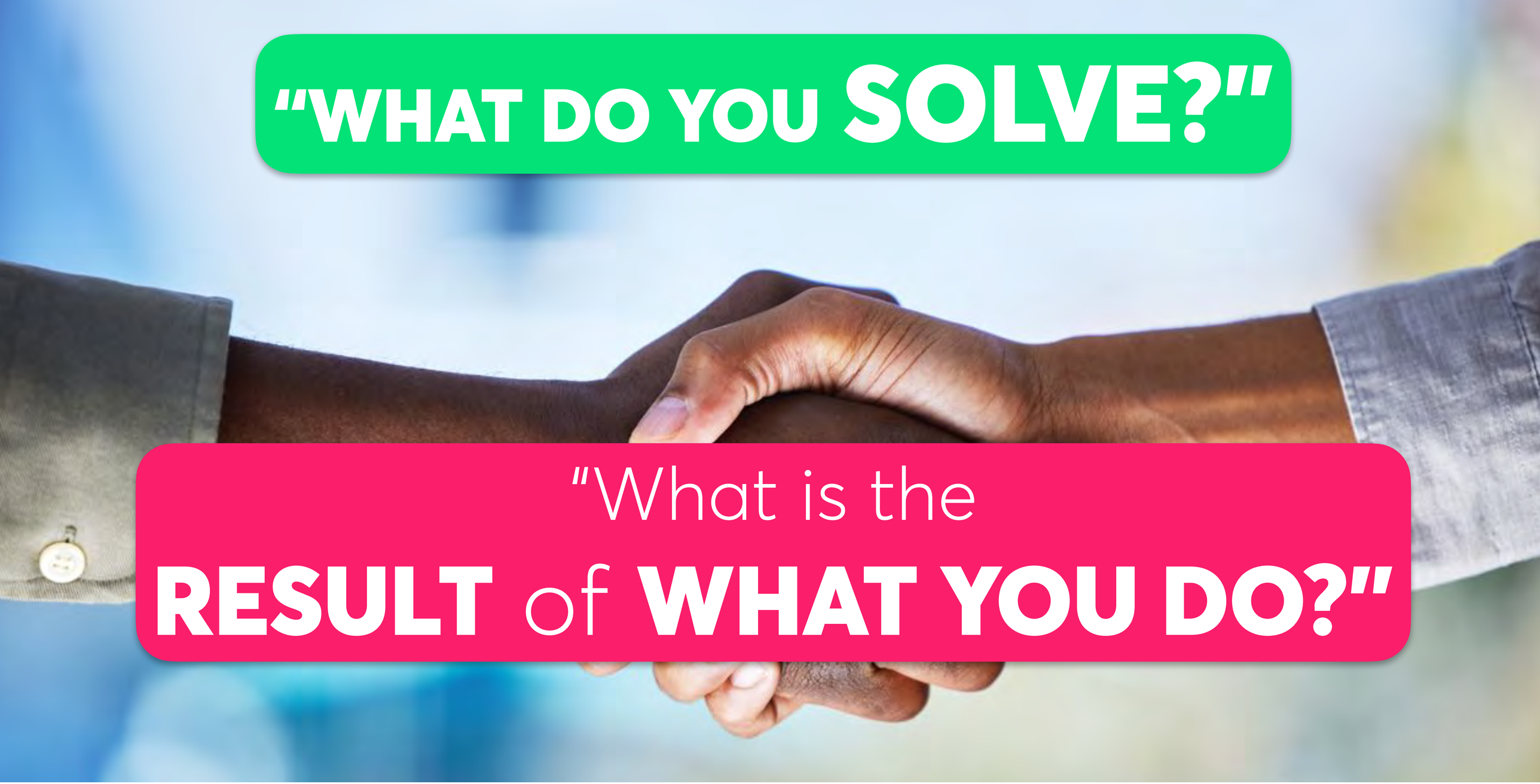



2




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?"

So let's

IMAGINE


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!

What we've covered **TODAY**



What goes wrong in the first two minutes



Time and Attention

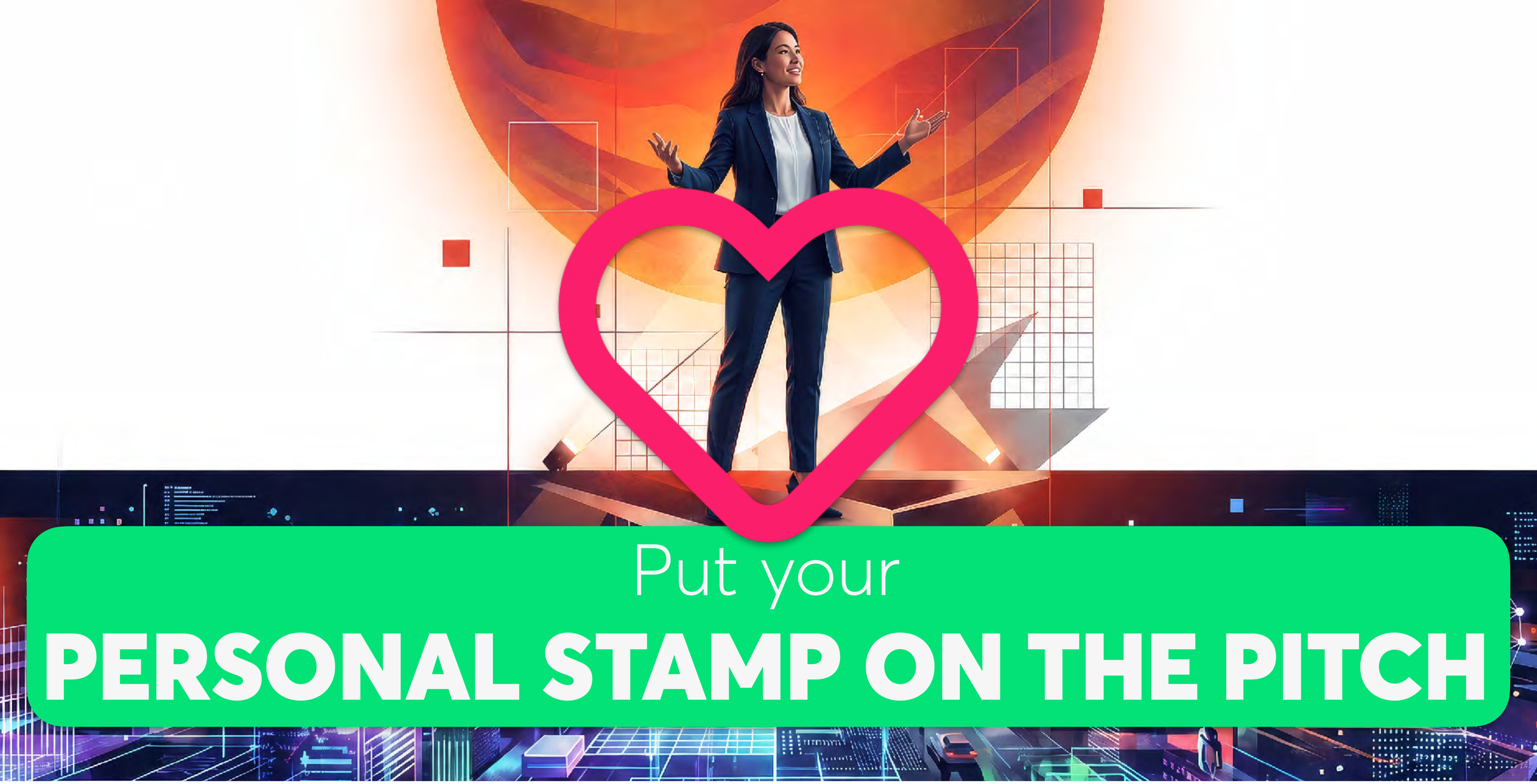


The Most Frequent Pitch You Ever Make


One more thing...



How do you stand out
IN A WORLD OF AI PITCHES?



Put your

PERSONAL STAMP ON THE PITCH



WHY YOU?

This is
YOUR
Unique Story!



WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!

Tell them the things
CUSTOMERS WANT TO KNOW



You understand their **Needs/ Challenges/ Ambitions**



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



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



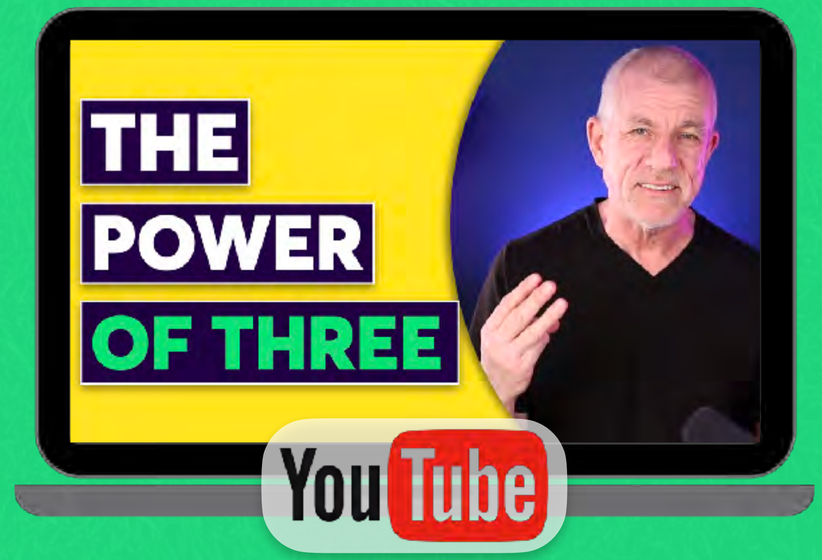
Team: the **People** who will help **Them** be **Successful**

ENTHUSIAM









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