

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **44,000+** Professionals

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Workshop **#1305**


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!

You will receive

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME



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**

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Pitch Essentials



How would you pitch Trioworld in 5 Minutes?

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?



ACTION STEP

Improve 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're **struggling** with is…

They're **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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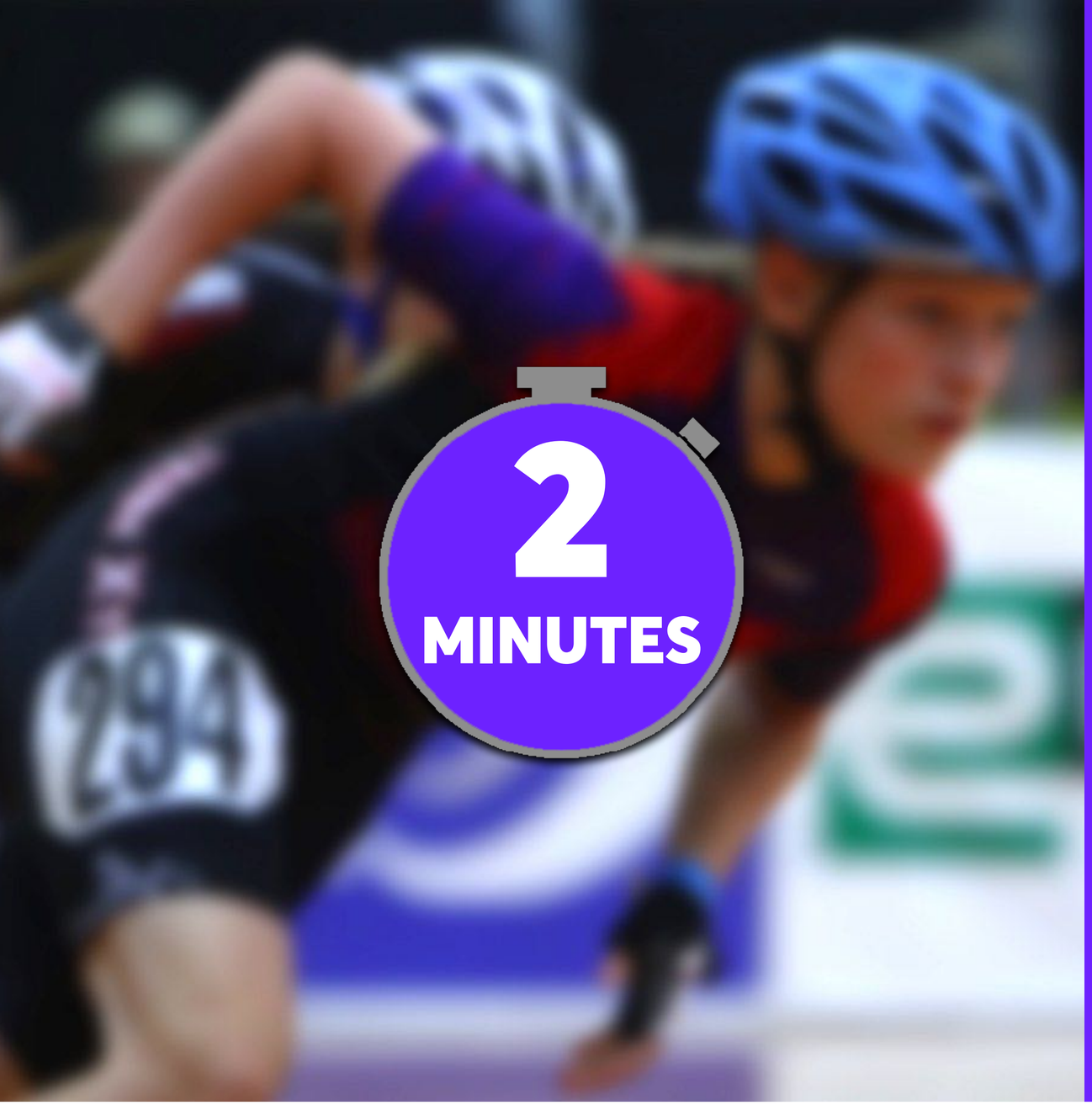


ACTION STEP

Improve 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

Improve 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?



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:

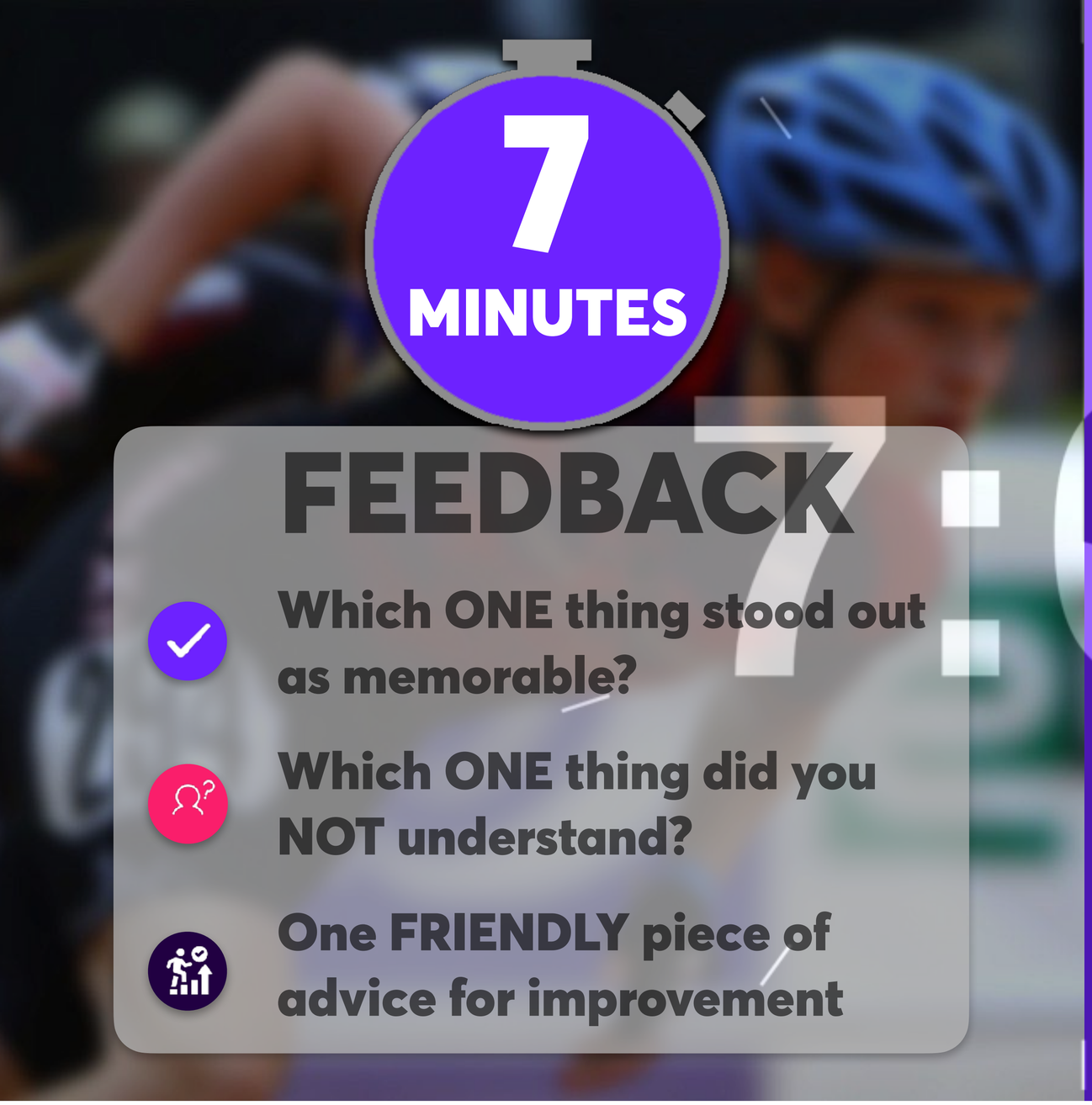
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?
(Internal/external)

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?

What kinds of **customers**?
(Internal/external)

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

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Pitch Essentials

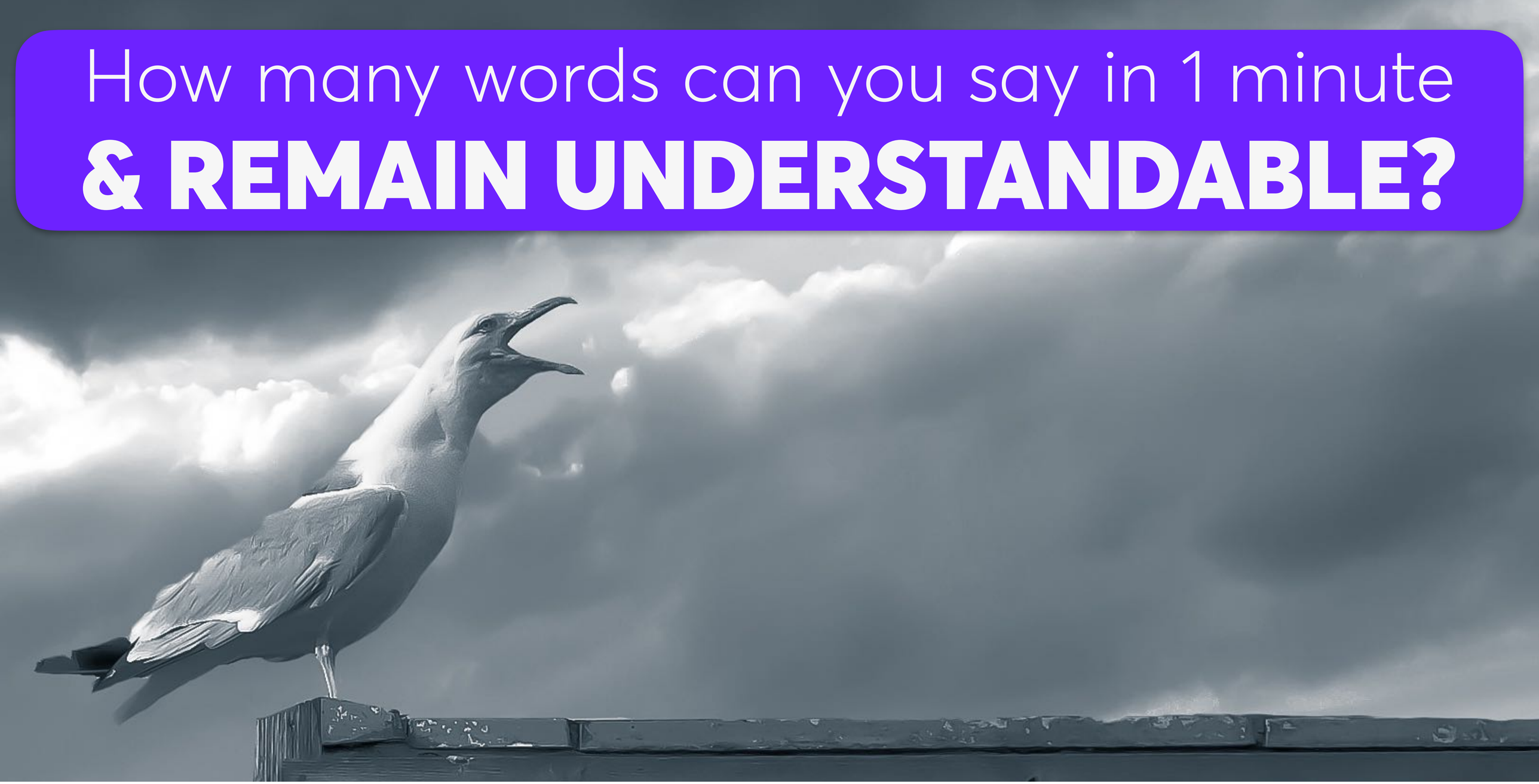


How would you pitch Trioworld in 5 Minutes?



Let's talk about **SPEED**

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



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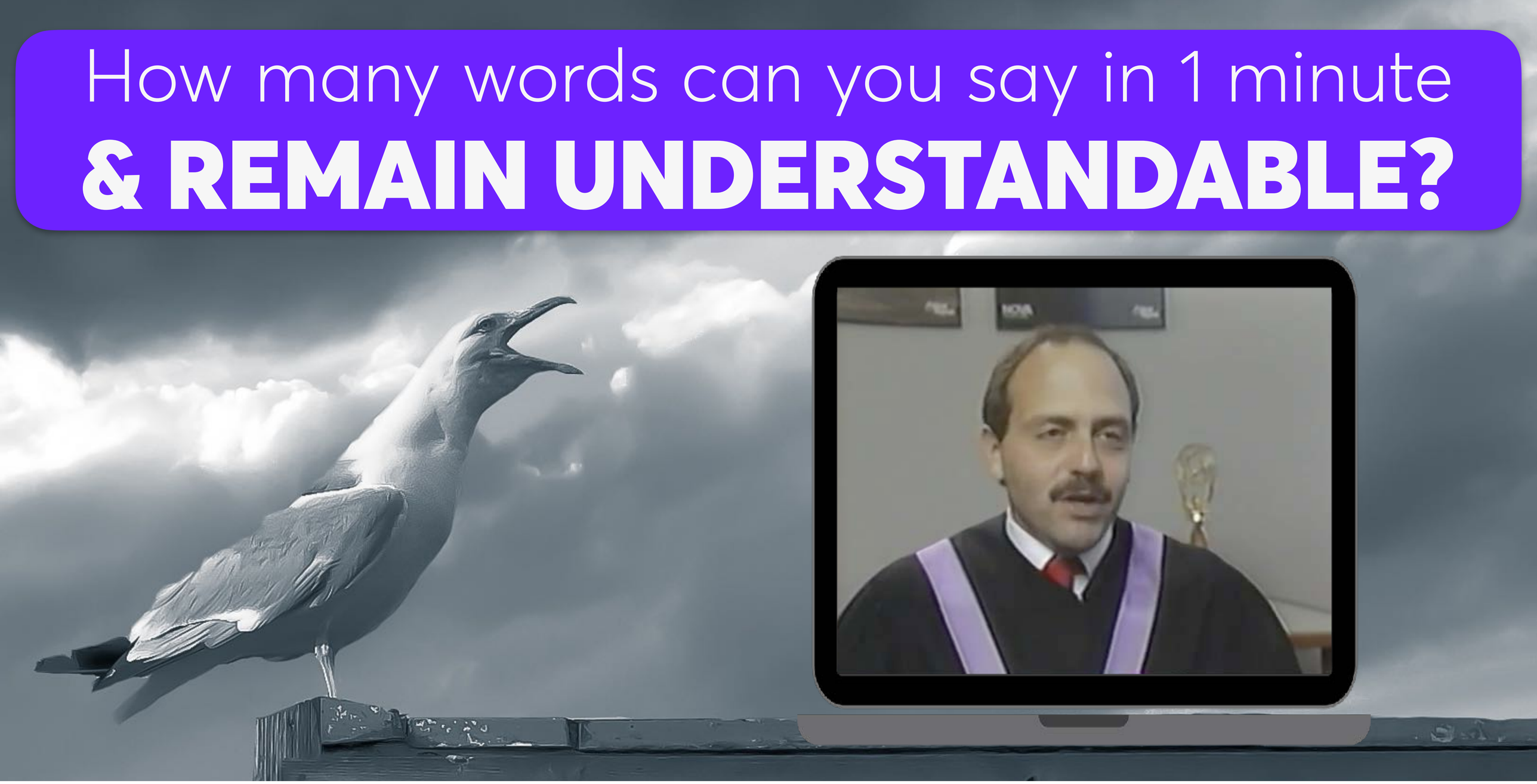

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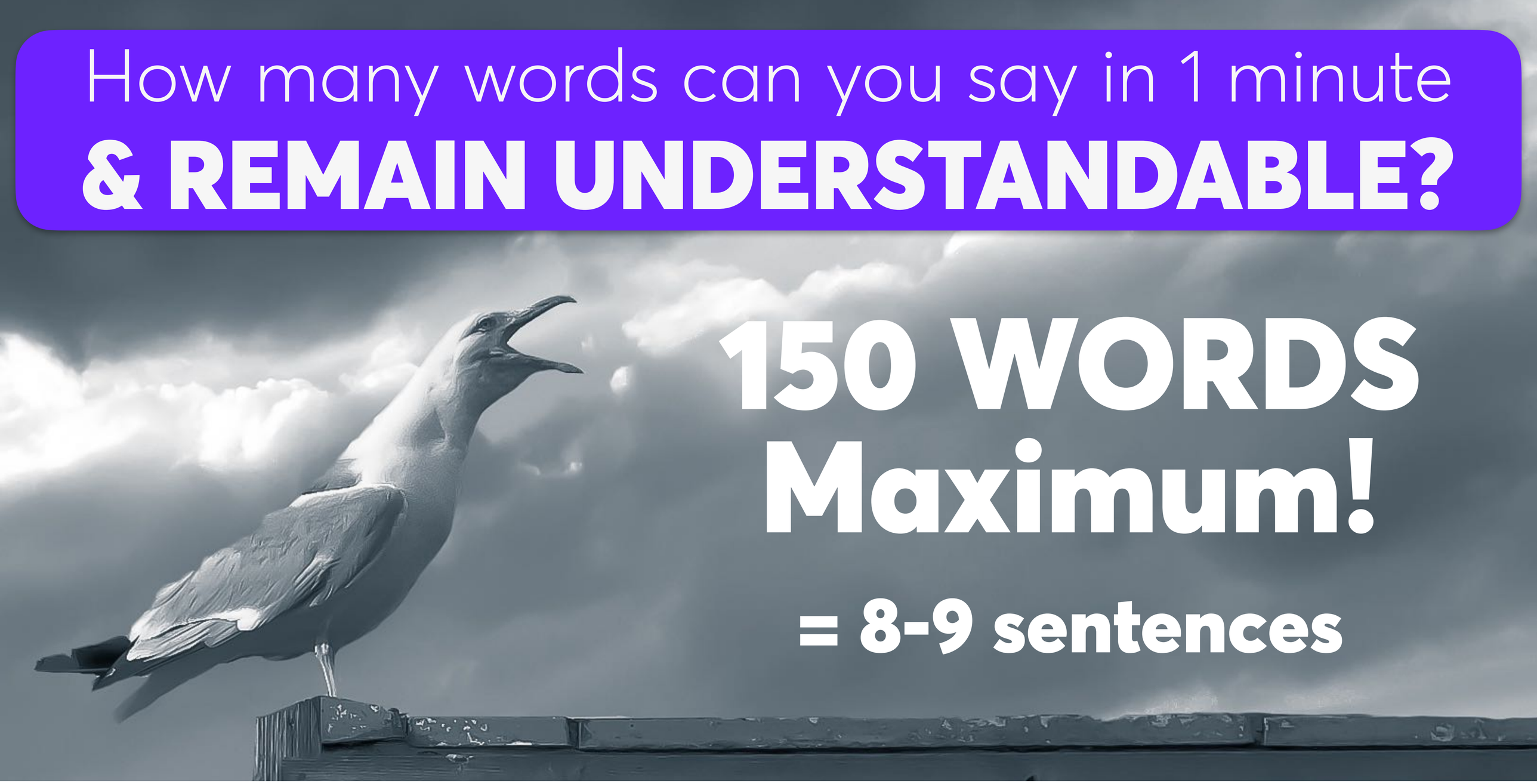
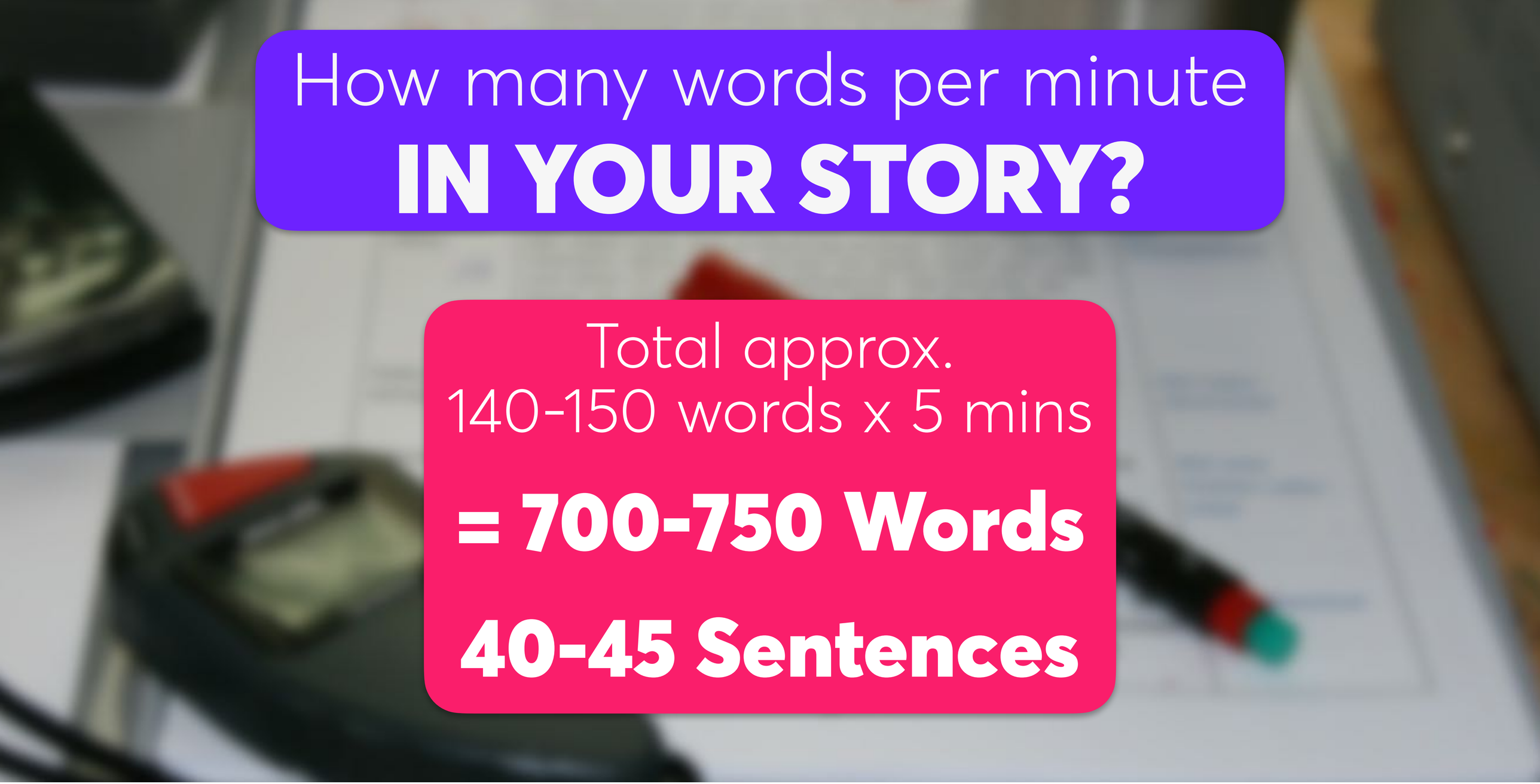




How many words per minute **IN YOUR STORY?**

Total approx.
140-150 words x 5 mins

= 700-750 Words

40-45 Sentences


143
Words/min

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 **Know?**

(Technical Level)



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

Money? Advice?

Agree to plan a **follow up** meeting

Provide **introductions**

Provide **data/feedback**

Agree to a **pilot**

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



Pitch Essentials



How would you pitch Trioworld in 5 Minutes?

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**)



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**)

Which topics should be in **YOUR WINNING PITCH?**

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM



PROOF/TRACK RECORD



WHY YOU?





PAIN

What is the **problem** you solve?

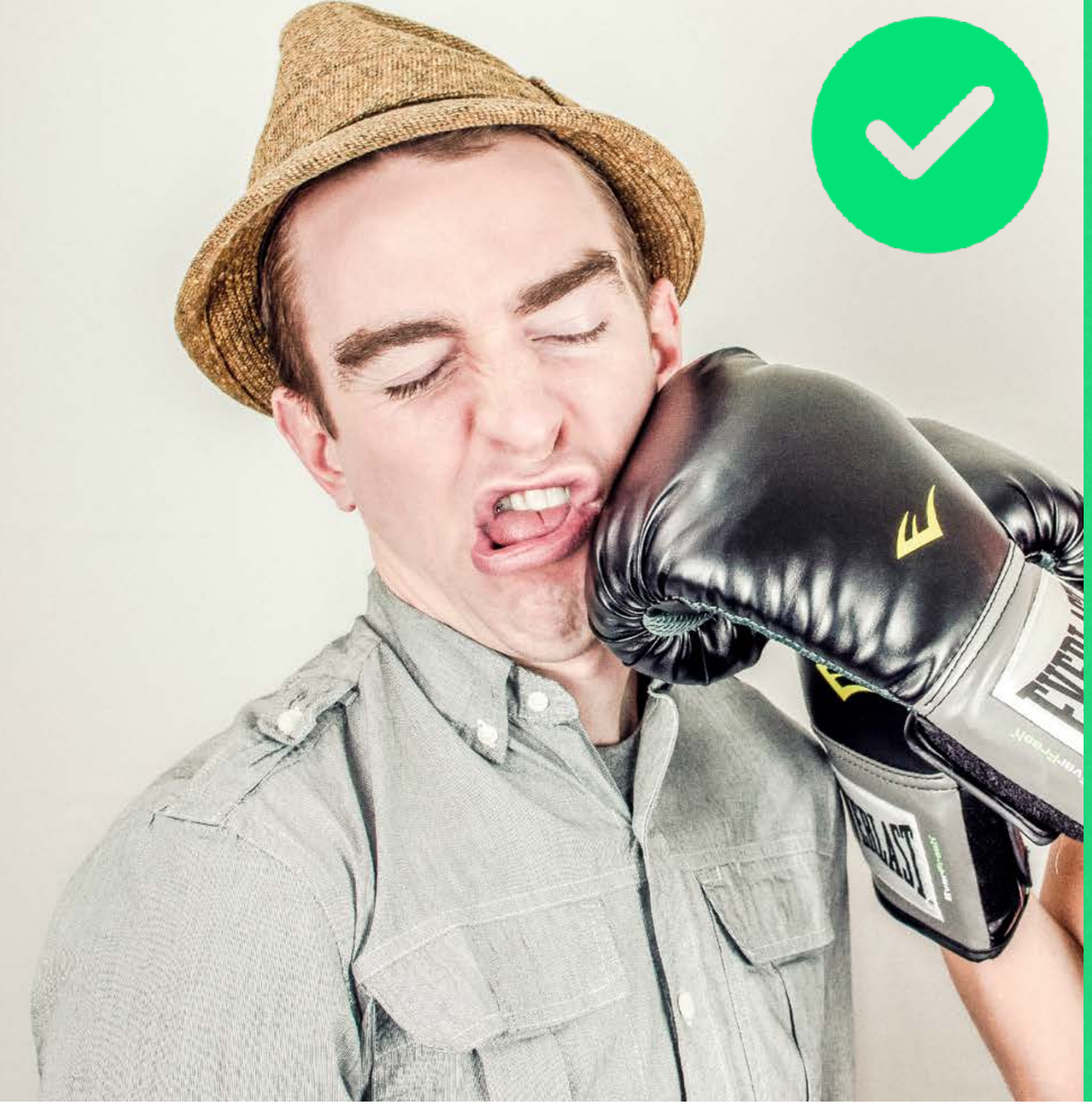
The **Why** of the product

The **most important** part of **any** pitch!



PAIN

"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use open Api's to…"



PAIN

"In **major cities**, like
Höxter, Berlin
& Tokyo,
over **300 Million** drivers
take more than
20 minutes to find a
parking space…"



PAIN

WHO

HOW MANY

HOW MUCH

"In **major cities**, like Höxter, Berlin & Tokyo, over **300 Million** drivers take more than **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Material waste?

Lost customers?

Bad reputation?

Put a number on it!

Be specific

PUT A NUMBER ON IT

"It wastes a lot of time"

"It creates unnecessary CO2"

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

"It creates **X Thousand** Tonnes CO2"

Be specific

PUT A NUMBER ON IT

"There is too much energy inefficiency"

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


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
Getting rid of SF,
04:53
04:53



ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds = **5-6 sentences**

Which **people/organisations affected**?

What **problems** do they face today?

How much time, cost, operations, waste, lost opportunity?

Work **fast:** don't think too much!



ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds = **5-6 sentences**

Which **people/organisations affected**?

What **problems** do they face today?

How much time, cost, operations, waste, lost opportunity?

Work **fast:** don't think too much!

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ACTION STEP

TEST OUT
your **30-40 Second** pitch
about the **Pain**
(5-6 sentences)

with one other person

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ACTION STEP

TEST OUT
your **30-40 Second** pitch
about the **Pain**
(5-6 sentences)

with one other person

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PRODUCT

How do you **solve** the problem?

What **improves** as a result?

Brief **Technology** description.

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



UNIQUE

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

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

First time for the company/industry?

(Any competitors to mention?)



WHAT'S IN IT FOR THEM?

How does your proposition **match** the company's **strategy** and **ambitions?**

How do you help **them** reach **their goals?**



TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**

ONE LAST THING...



6



WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!

THE PAIN



5
Sentences

THE PRODUCT



6
Sentences

WHAT'S UNIQUE



2
Sentences

WHAT'S IN IT FOR THEM



3
Sentences

PROOF/TRACK RECORD



3
Sentences

WHY YOU?



3
Sentences

Making your story

FOCUSED & MEMORABLE

The Power of THREE



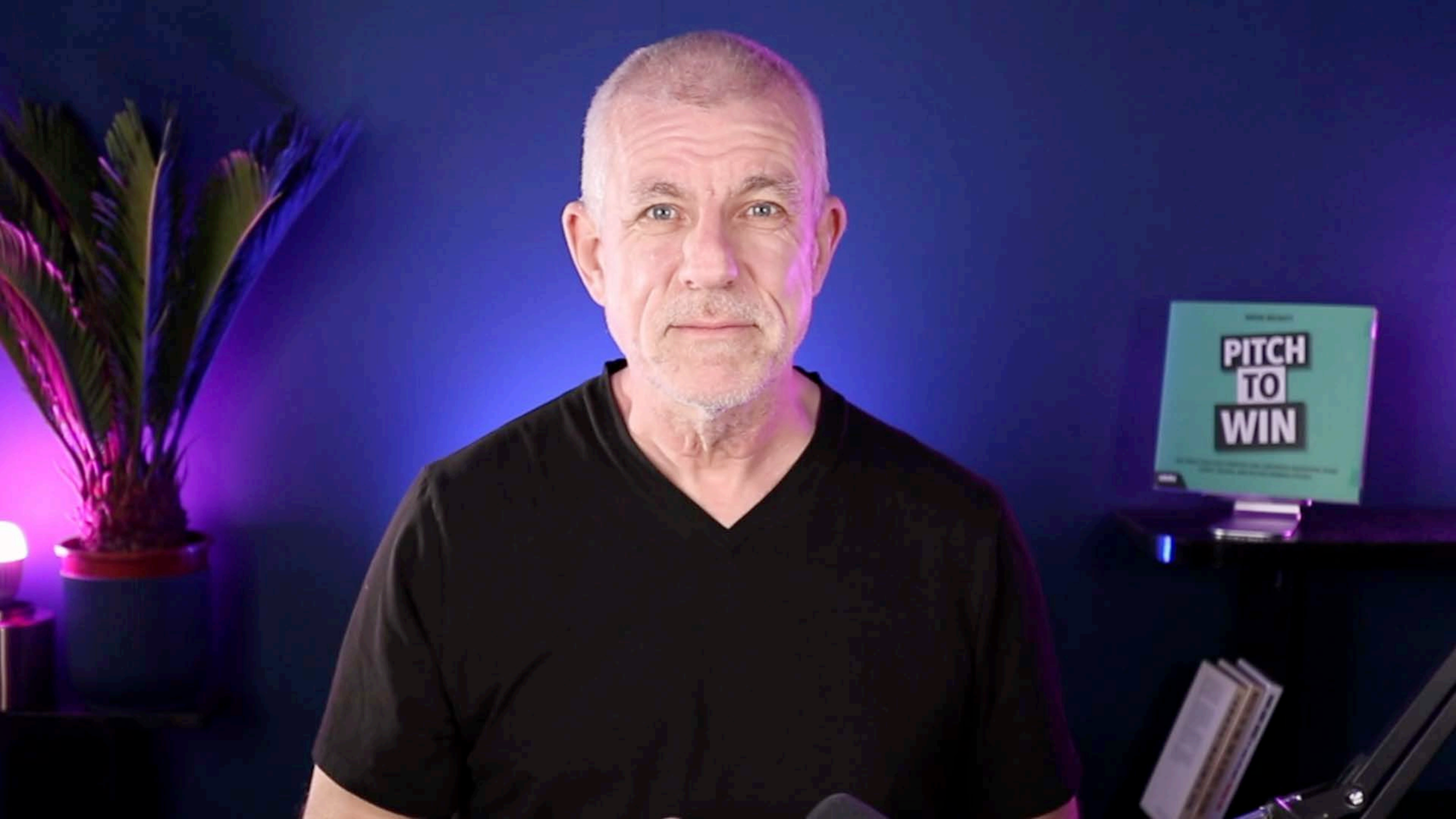
What happens if I say…

“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

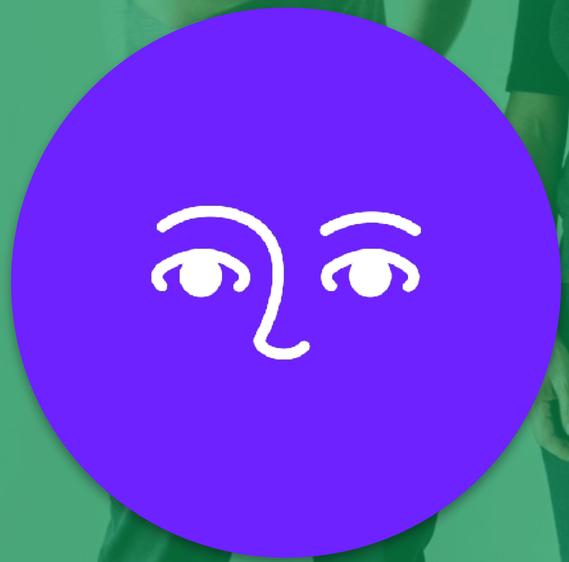
The Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET

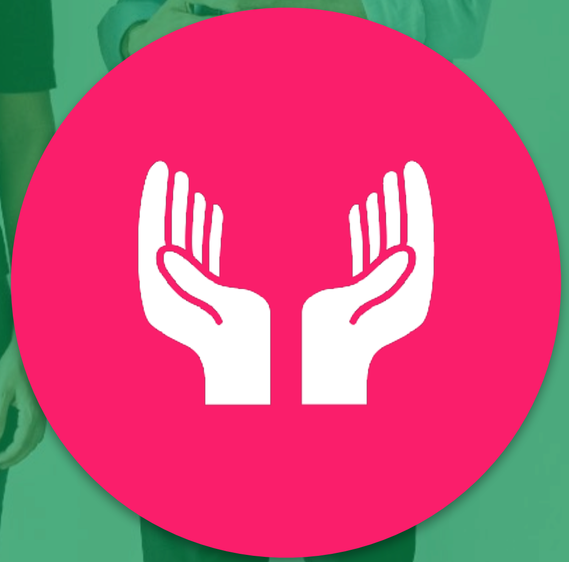



Let's talk about
BODY LANGUAGE

The 3 Components of
BODY LANGUAGE



EYES

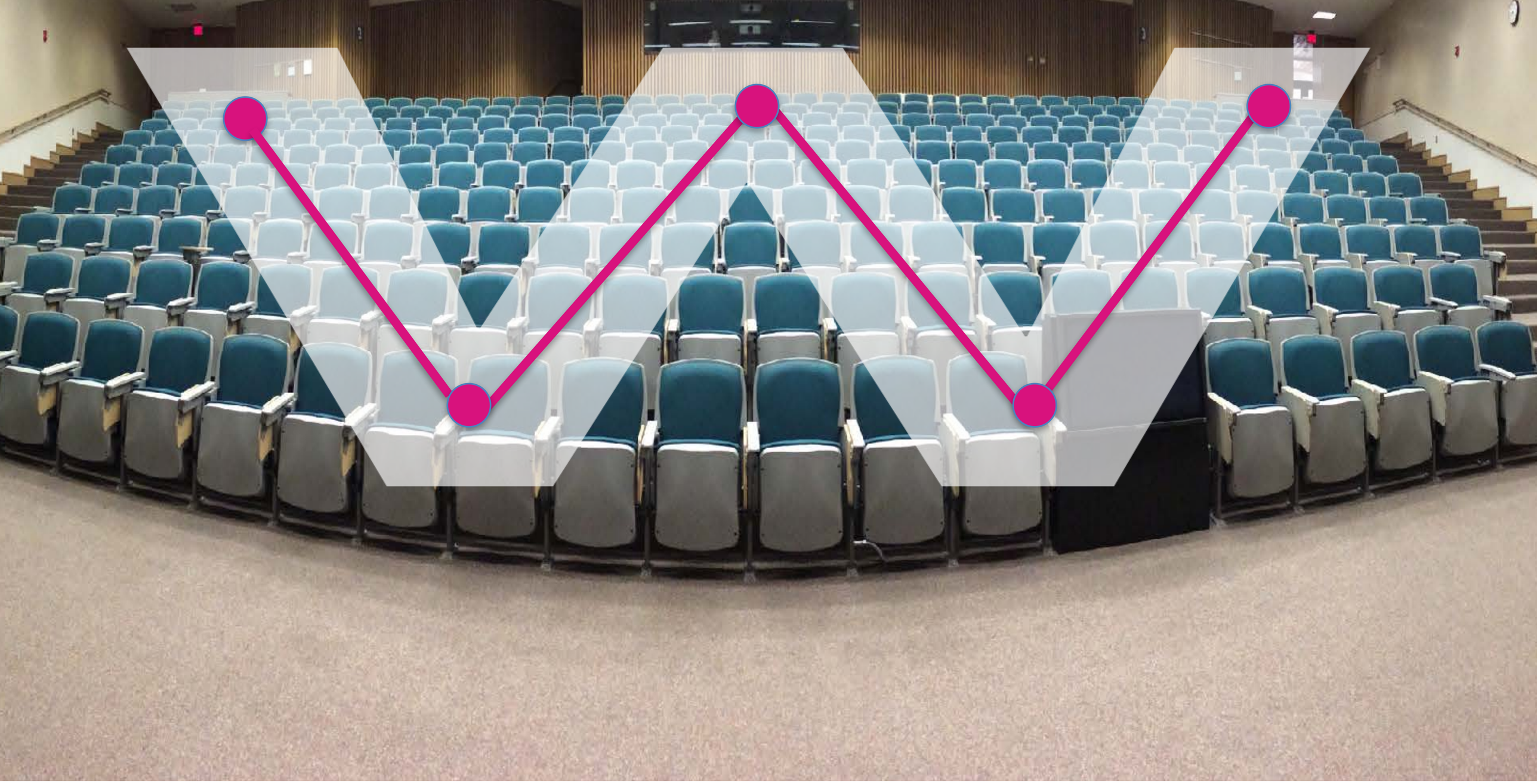


HANDS



LEGS & FEET


Look the audience
IN THE EYE

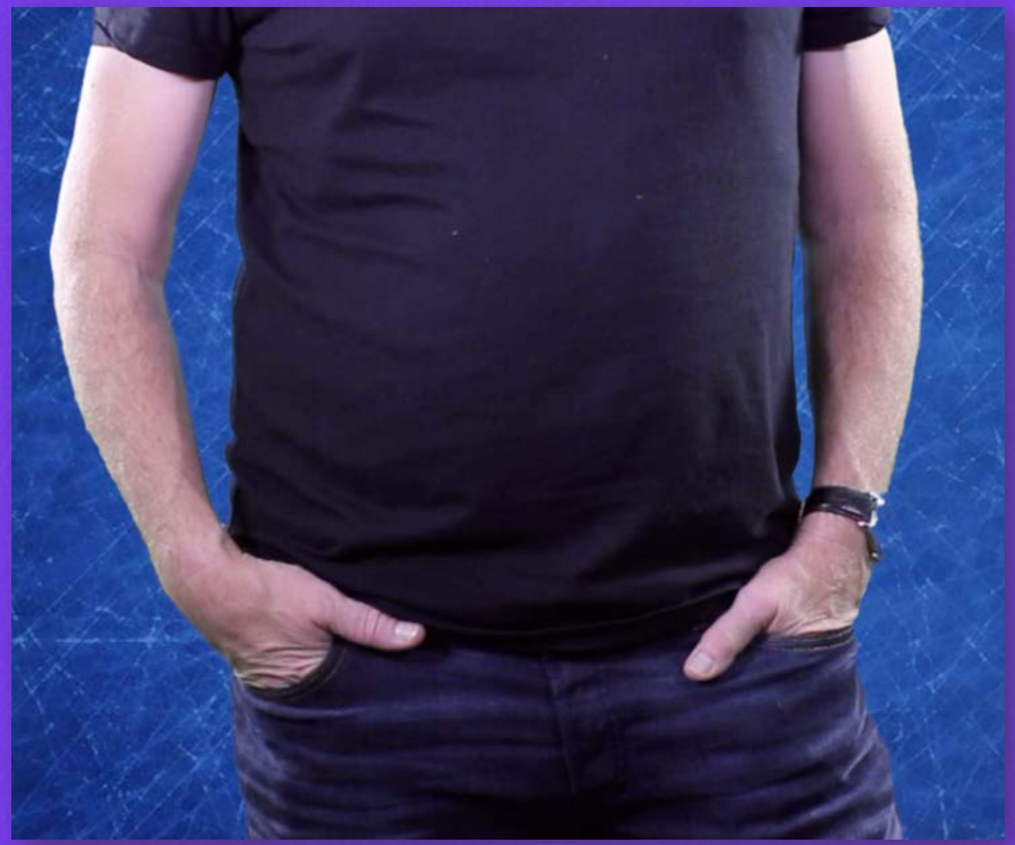




Use your hands to **EMPHASISE**

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



Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER


Make a plan for the
LAST 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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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





Raise a Rhetorical Question

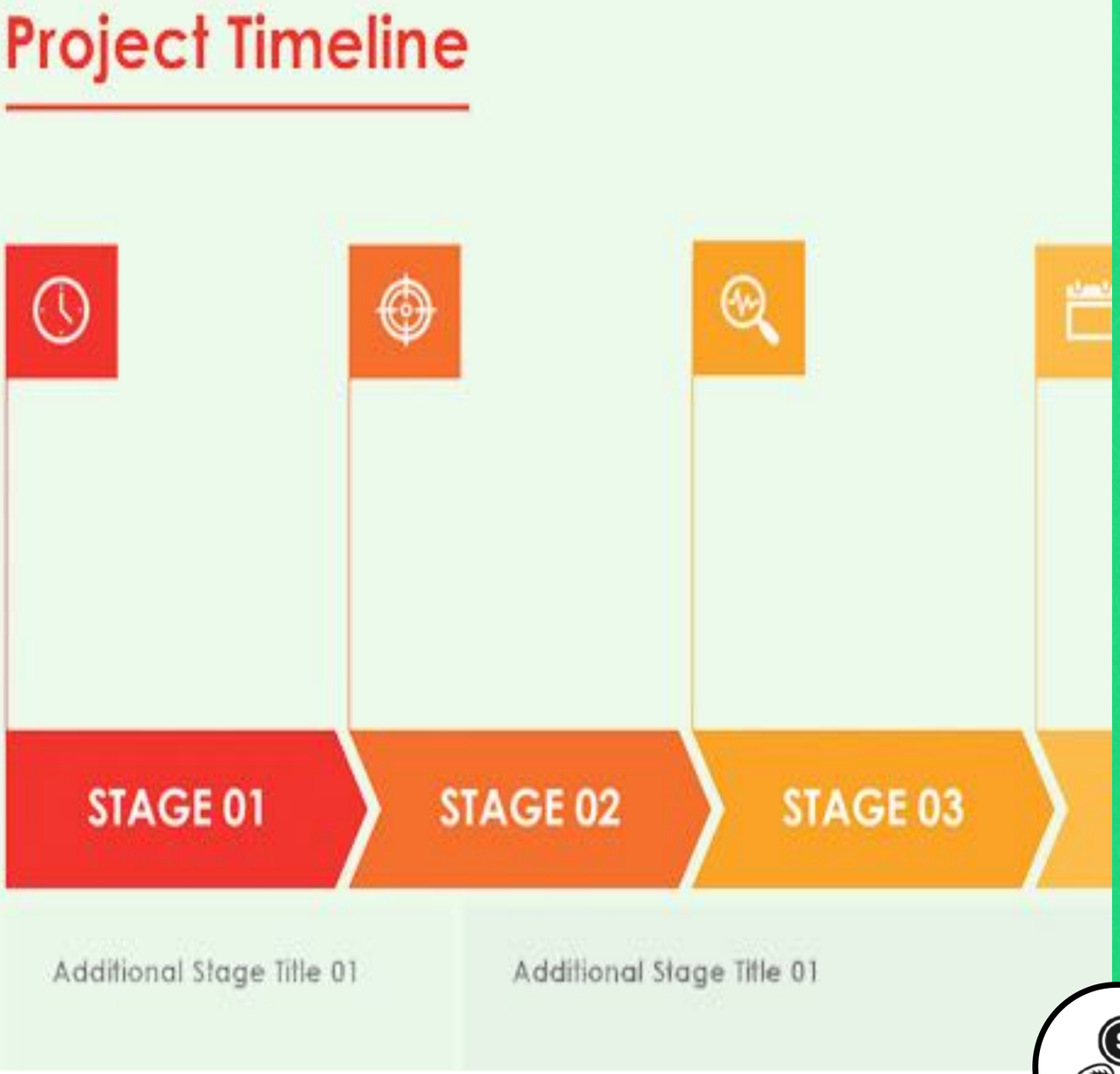
(A question you answer yourself)

Statement versus

RHETORICAL QUESTION

That's the problem, here's the solution we propose...

That's the problem: what's the solution we propose?



NEXT STEPS

What happens **next** - first steps?

Keep it **simple**: 2-3 steps to get started and **test**

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

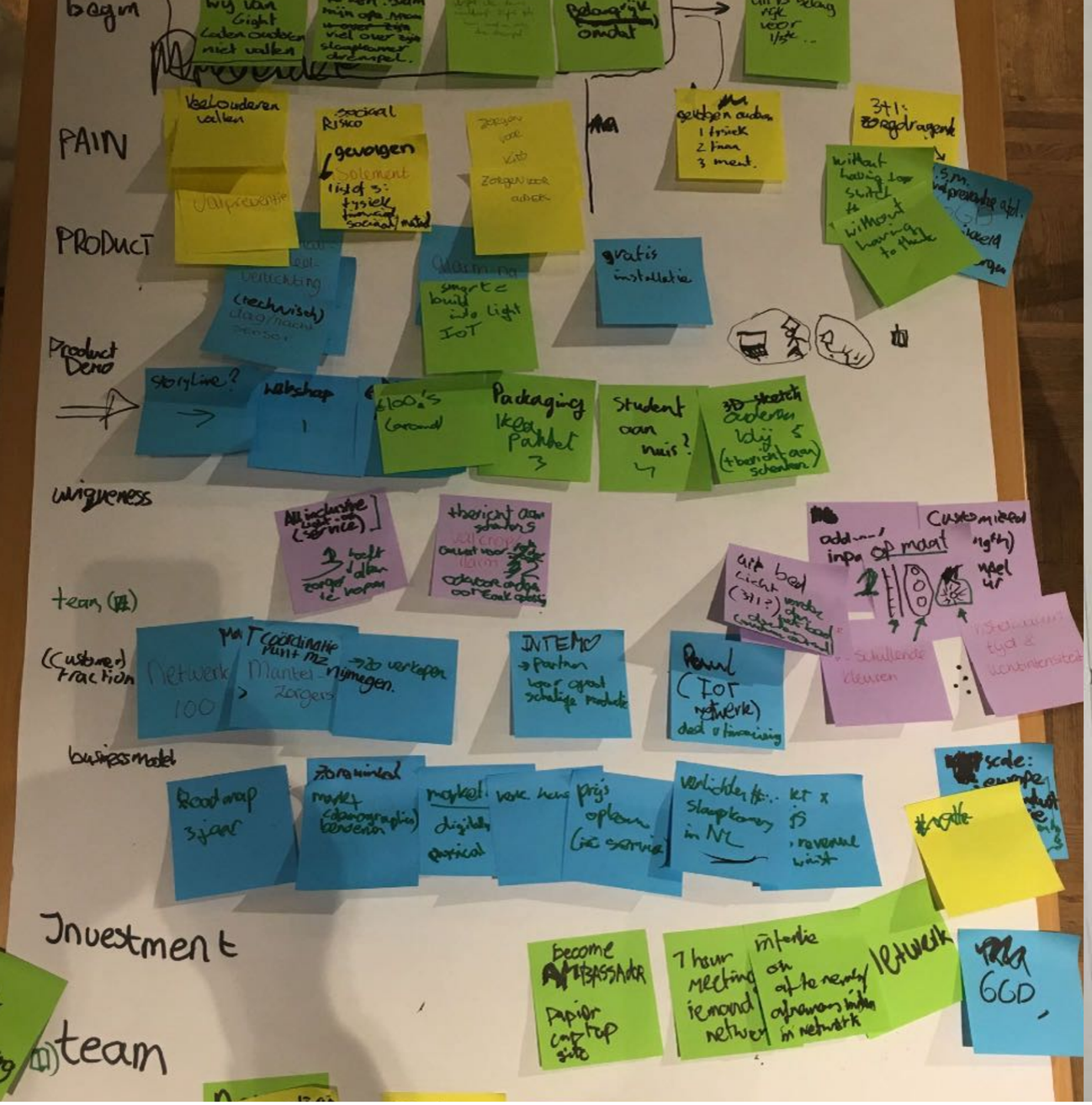


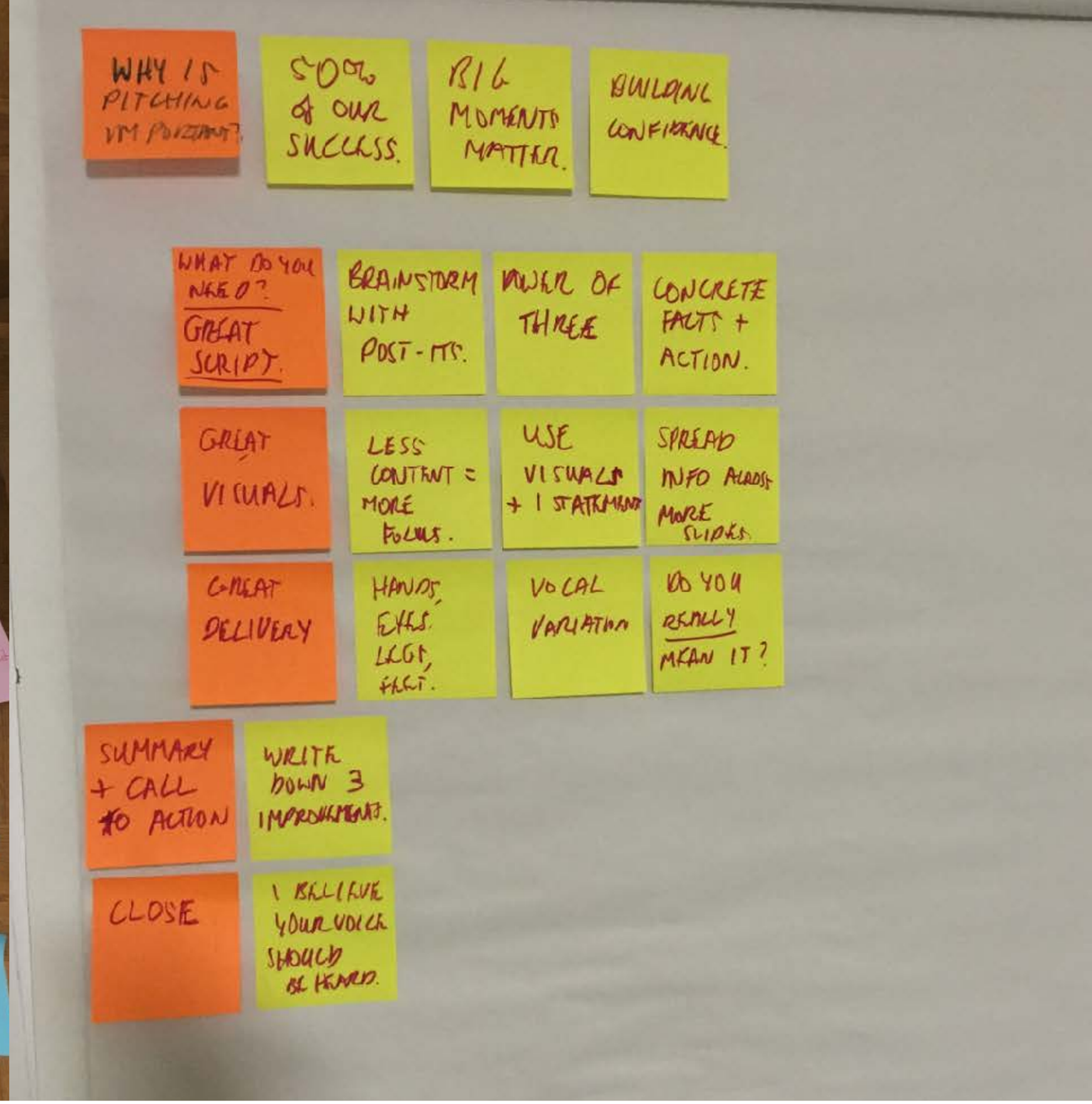

STOP!


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



Use POST-IT NOTES To Build Your Storyline


begin
PAIN
PRODUCT
Product Demo
uniqueness
team
business model
Investment
team
gevolgen
gratis installatie
Packaging
Student aan huis?
INTEMO
Network 100
Roadmap 3 jaar
become AMBASSADOR
GOD


WHY IS PITCHING VM PORTANT?
50% of OUR SUCCESS.
BIG MOMENTS MATTER.
BUILDING CONFIDENCE.
WHAT DO YOU NEED? GREAT SCRIPT.
BRAINSTORM WITH POST-ITS.
POWER OF THREE
CONCRETE FACTS + ACTION.
GREAT VISUALS.
LESS CONTENT = MORE FOCUS.
USE VISUALS + 1 STATEMENT
SPREAD INFO ACROSS MORE SLIDES.
GREAT DELIVERY
HANDS, EYES, LEGS, FEET.
VOCAL VARIATION
DO YOU REALLY MEAN IT?
SUMMARY + CALL TO ACTION
WRITE DOWN 3 IMPROVEMENTS.
CLOSE
I BELIEVE YOUR VOICE SHOULD BE HEARD.

Which topics should be in **YOUR WINNING PITCH?**

THE PAIN



THE PRODUCT



WHAT IMPROVES



SIMPLE DEMO



WHAT'S UNIQUE



NEXT STEPS





PRODUCT

How do you **solve** the problem?

What can **customers do/gain** as a **result** of your innovation?

What are the **key features/ benefits?**



WHAT WILL IMPROVE?

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

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

Be **Specific**!



SIMPLE DEMO

Can you make a quick **simple** version?

Can you **visualise** it?
(Think AI…)



WHAT'S UNIQUE?

What's **Special** and **New** about this product?

Technology? Design?
Quality? Sustainability?
Manufacturing approach?

(Any competitors to mention?)


Decide asap
WHO WILL PITCH
This helps **focus** the mind 🧐



How do you as a team
COLLABORATE ON THE PITCH?



TEAM COLLABORATION

1. Brainstorm **together**

2. **Pitcher** tests out basic **storyline**

3. Cross check with **team**

4. **Pitcher** finalises

PAIN	Millions of people waste more than 2 hours per week	Spent 15 years in parking industry	Worked together for 20 years	Personal Story about school	Millions of people waste more than 2 hours per week	Year 1 2K users Year 2 10K Year 3 100K €10million	Worked together for 20 years
PRODUCT	Spent 15 years in parking industry	Millions of people waste more than 2 hours per week	Spent 15 years in parking industry	Worked together for 20 years	Year 1 2K users Year 2 10K Year 3 100K €10million	Personal Story about school	
WHAT IMPROVES?	Spent 15 years in parking industry	Worked together for 20 years	Personal Story about school	Year 1 2K users Year 2 10K Year 3 100K €10million	Spent 15 years in parking industry		
SIMPLE DEMO	Worked together for 20 years	Year 1 2K users Year 2 10K Year 3 100K €10million	Spent 15 years in parking industry	Personal Story about school	Millions of people waste more than 2 hours per week	Worked together for 20 years	
WHAT'S UNIQUE	Worked together for 20 years	Year 1 2K users Year 2 10K Year 3 100K €10million	Spent 15 years in parking industry	Personal Story about school	Millions of people waste more than 2 hours per week	Worked together for 20 years	Spent 15 years in parking industry
NEXT STEPS	Spent 15 years in parking industry	Personal Story about school	Millions of people waste more than 2 hours per week				




PAIN
PRODUCT
WHAT IMPROVES?
SIMPLE DEMO
WHAT'S UNIQUE
NEXT STEPS


PAIN
PRODUCT
WHAT IMPROVES?
SIMPLE DEMO
WHAT'S UNIQUE
NEXT STEPS


PAIN
PRODUCT
WHAT IMPROVES?
SIMPLE DEMO
WHAT'S UNIQUE
NEXT STEPS
Spent 15 years in parking industry
Personal Story about school
Worked together for 20 years

THE PAIN



9 Sentences

THE PRODUCT



10 Sentences

WHAT IMPROVES



4 Sentences

SIMPLE DEMO



4 Sentences

WHAT'S UNIQUE



5 Sentences

NEXT STEPS



6 Sentences