

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



PAIN

What are the
problems you solve?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



PRODUCT

(that means you...)

How do you **solve**
problems?

What are you **good** at?

Skills and **Character**



SKILLS

Project Management,
People Management

Budget control, Product
Planning, Inventory specialist

Marketing expert,
Sales skills



CHARACTER

Firestarter, Creator

Person who never stops

Connector, team builder

Vision into action

A photograph of a field of yellow flowers, likely rapeseed, with a single red flower in the foreground. The red flower is in sharp focus, while the yellow flowers in the background are blurred.

UNIQUE

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



RESULTS

What **success** have you had already?

What **results** have you delivered?



WHAT'S IN IT FOR THEM?

How will you help the
company/audience
reach their **strategy**
and **ambitions?**



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting?**

ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

Your **Enthusiasm**
Counts!