

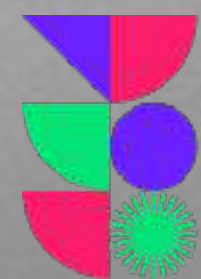
Pitch Coach

Co-author 'Zet jezelf op de kaart'

Co-developer Best3Minutes© Method

Sheila Schenkel

@best3mincoach



Best 3
Minutes

Coached 1500+ Startups **RAISED OVER €360 MILLION**



29 Countries (face to face)

TRAINED 25,000+ PEOPLE



Rabobank

Booking.com



PHILIPS



Unilever



Hewlett Packard
Enterprise

MARS

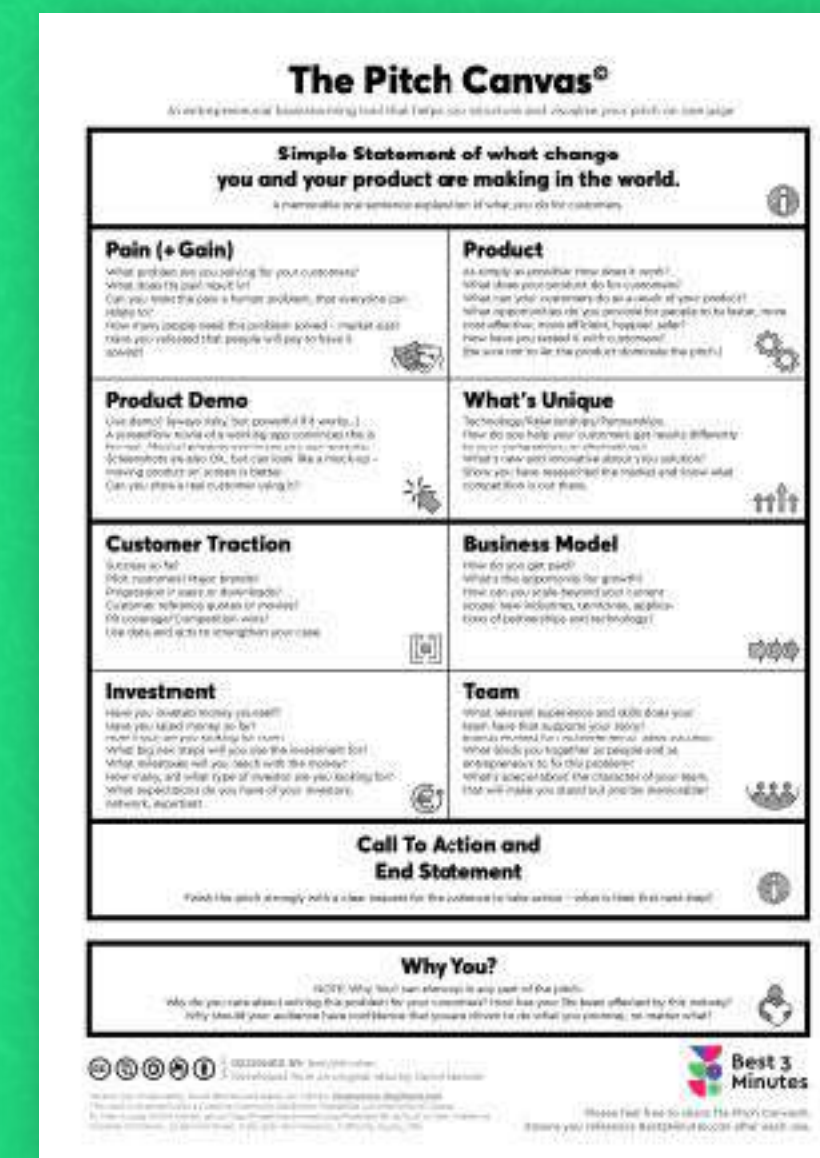


**GREAT IDEAS
NEED A VOICE**



You will receive

SLIDES AND MANY MATERIALS





ACTION STEP

IMAGINE:

You're at a networking event
and are asked:
"Give us a brief introduction"

Pitch yourself in
30 Seconds

No Other Instructions

LET'S DO IT!

How long did you need?

10 SECONDS? JUST GOT STARTED?



TICK... TOCK...

What did you
TALK about?





Who are we
pitching to?

Why are we
pitching?

What should we
pitch?



Audience Who do I want to connect to, who is listening?

Goal What do I want to achieve?

Time How many minutes have I got?

Who is your audience &
WHAT DO THEY CARE ABOUT?



Who is your **AUDIENCE?**

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What might be their biggest
objection?



**Who is your
AUDIENCE?**

Finals Day

Participants

TomTom employees

And?

One jury per challenge



TomTom engineers, product managers, marketing executives, product marketing professionals, UX designers

And...

WHAT DO THEY CARE ABOUT?

CRITERIA

Innovative solution?

Is it viable; does it benefit TomTom communities/environment

Use of TomTom technologies

Future plans; Next Steps/Features

Sharepoint Page

CRITERIA

If you win..?

Each team member: a gift

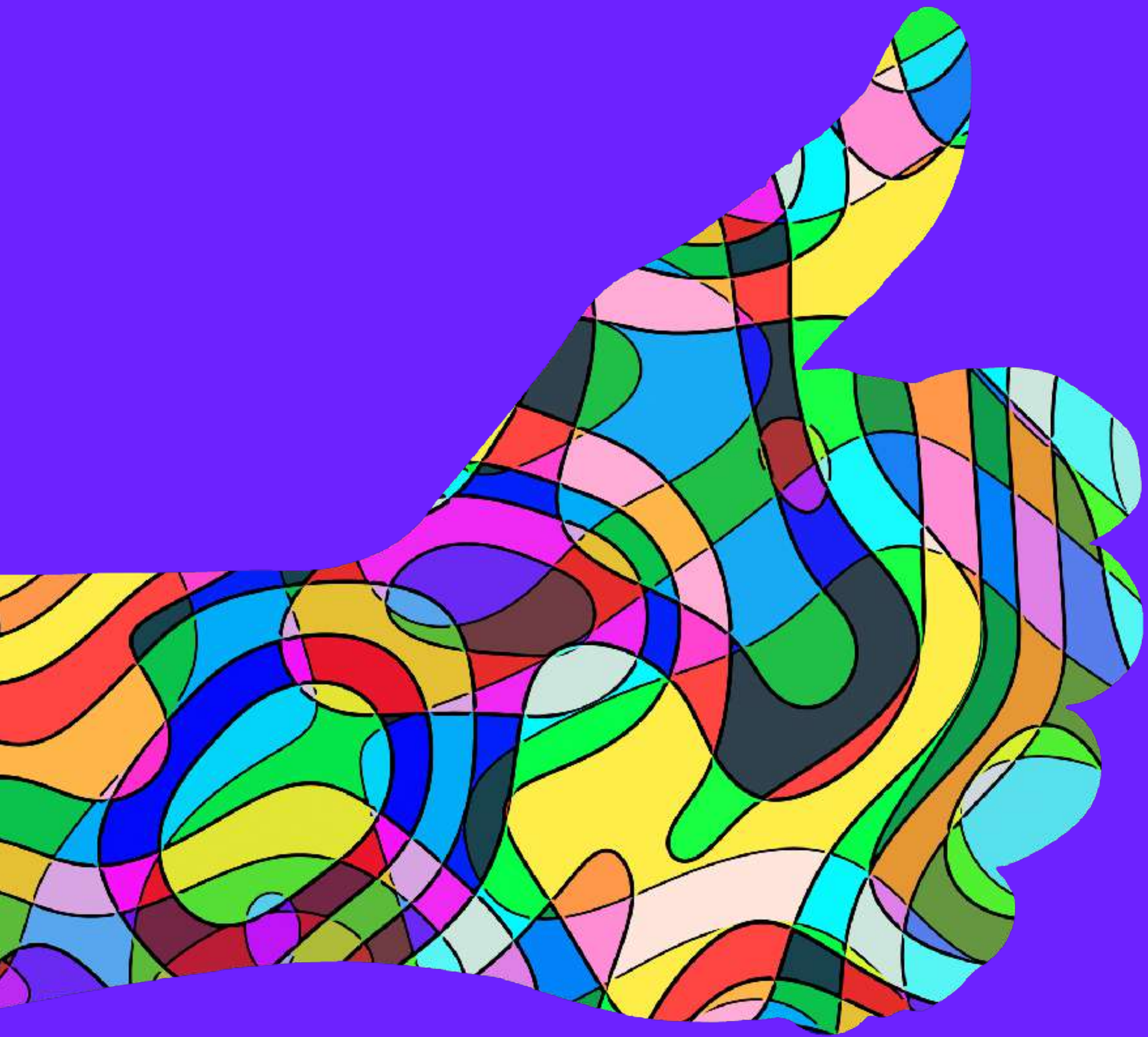
Per team: from 2,000 (3rd team) to 3,500 Euro (1st team)

1st prize:
trip to internal hackathon in Belgium (+ chance to pitch!)



What do you
want them to
do?

ACTION



Give them
something they
can say
YES!
to

Prepare you for your
WINNING PITCH

November 12th, Finals

5-Minute Pitch

5-MIN Q&A

How do you create
YOUR STORYLINE?

Don't Open **POWERPOINT**

Until you **know** what you are
going to **say**...



Also when you
DON'T use slides...



Use
**POST-IT
NOTES**

To Build Your
Storyline

BRAINSTORM

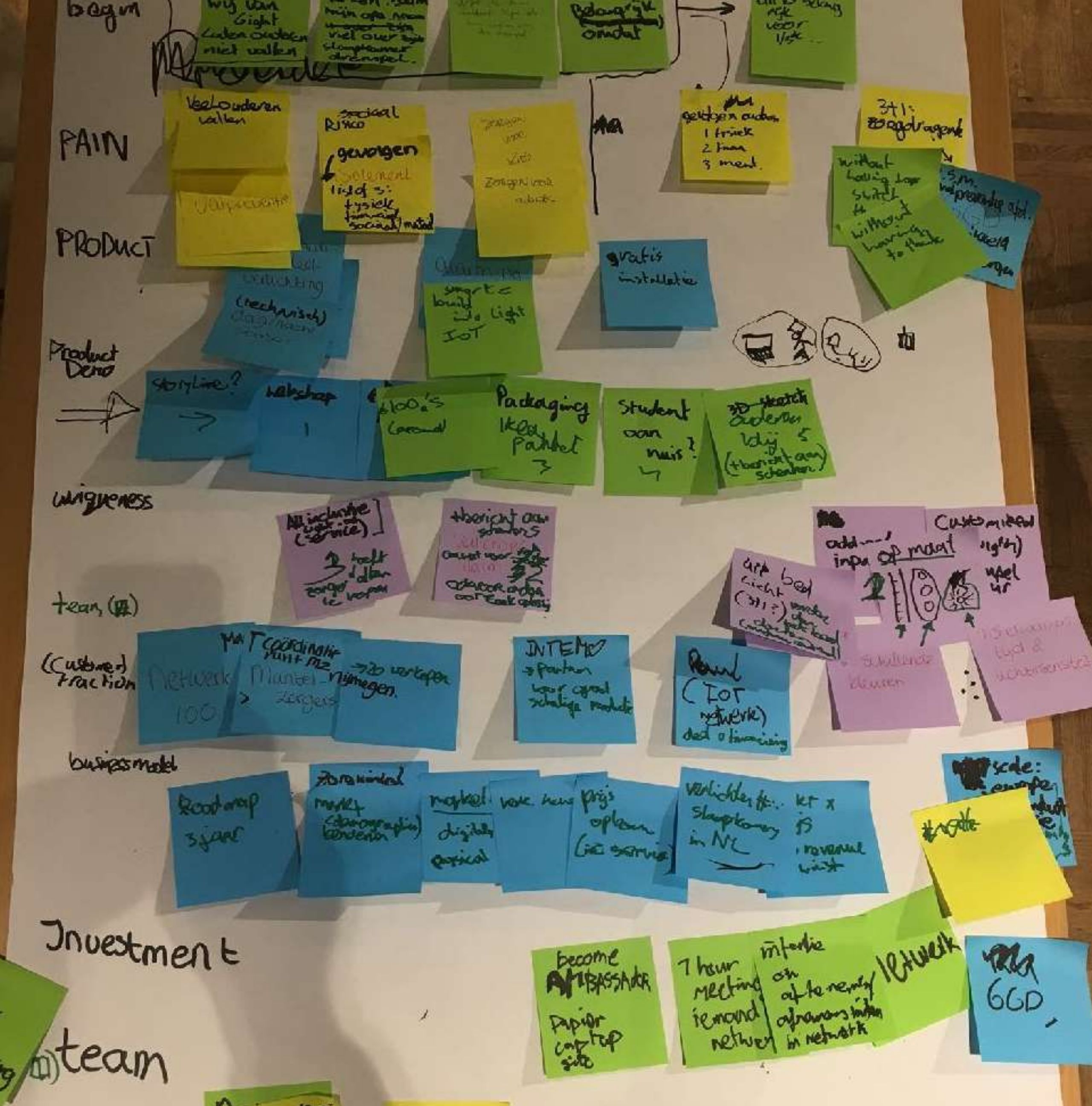
Get the ideas out of
your head

Take a step back:
what are the

BIG ISSUES?

Organise around

CHAPTER HEADINGS



- WHY IS PITCHING VM POZITIEF?**
- 50% of OUR SUCCESS. RIG 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 FOLWS.**
- 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 Pitch Canvas[©]: Company Edition

<p align="center">Simple Statement of what change you and your product/service are making in the world.</p> <p align="center"><small>A memorable one sentence explanation of what you do for customers.</small></p>	
<p>Pain (+ Gain)</p> <p><small>What problem is out there in the world of the customer? How big is that problem? Can you quantify the opportunity/market size? What are the issues that keep your audience awake at night, that you are addressing with your solution? What are their big challenges in business and in the area that you are addressing?</small></p>	<p>Product</p> <p><small>As simply as possible, what does your product do for customers? What opportunities do you provide for customers: to be faster, more cost-effective, more efficient, happier, safer...? What is the value and structure on a high level? What gets done/being? Explain the product in terms of results where possible.</small></p>
<p>Product Demo</p> <p><small>How can you bring your product to life? Live demo? (always risky, but powerful if it works...) Screenshots? Rhetoric, product? A clip of the product working on screen? Can you share a real customer using it? Or talking about it?</small></p>	<p>What's Unique</p> <p><small>Technology/Relationships/Partnerships How do you help your customer get results differently to your competitors or alternatives? Show you have researched the market and know what competitors do, from.</small></p>
<p>Customer Traction</p> <p><small>Success so far? Growth in sales, growth in user numbers? Pilot customers? Major brands? Customer references, quotes or reviews? Have other parts of your/their organisation bought in? Use data and facts to strengthen your case.</small></p>	<p>Pricing Model/Business Model</p> <p><small>How will you price your proposition? What's the margin/proposition? Is there any evidence to show this is the right pricing model/level? Other products in the portfolio, feedback from customers? Is it creating revenue?</small></p>
<p>What do you need?</p> <p><small>What is the objective of the pitch? What do you want the audience to do on a micro level? (e.g. Day now?) What do you want the audience to do on a 'real time' level? (e.g. Book a one hour follow up meeting) Be transparent: tell them what you want, and what the next step is. Don't forget to ask for the order or the resources you need!</small></p>	<p>Team</p> <p><small>Who are the people behind the offer? Why should they believe that you are the people to deliver their value? What qualities do your people have - both rational (skills, experience) and non-rational (character, personal qualities) - to convince that you are the people to work with?</small></p>
<p align="center">End statement with Call to Action</p> <p align="center"><small>Finish the pitch strongly with a clear request for the audience to take action.</small></p>	
<p align="center">Why You?</p> <p align="center"><small>Why do you care about solving this problem for your customer? Has your life been affected by this industry and business? Why should your audience have confidence that you will deliver what you promise?</small></p>	

DESIGNED BY: Pitch Professionals
Developed from an original idea by David Skellott

PITCH professionals

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at Best3minutes.com



PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?



PRODUCT

How do you **solve** the problem?

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



W.I.I.F. THEM

What kind of **value** does your idea bring for TomTom?

How does it match with their **strategy**, goals, **ambition**?

UNIQUE

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

What is different to **current** solutions?

REVENUE MODEL

What's the **mechanism**
for earning money?





WHAT DO YOU NEED? = CALL TO ACTION

Advice? **Introductions?**

Follow Up **Meeting?**

Feedback - what kind?

Money? (2-3,5k EUR)



TEAM

Who will make it happen?

Skills? Experience?

Character?

WHY YOU?

What's your
personal motivation to
offer this proposition?

Your **Enthusiasm**
Counts!

The Pitch Canvas[©]: Company Edition

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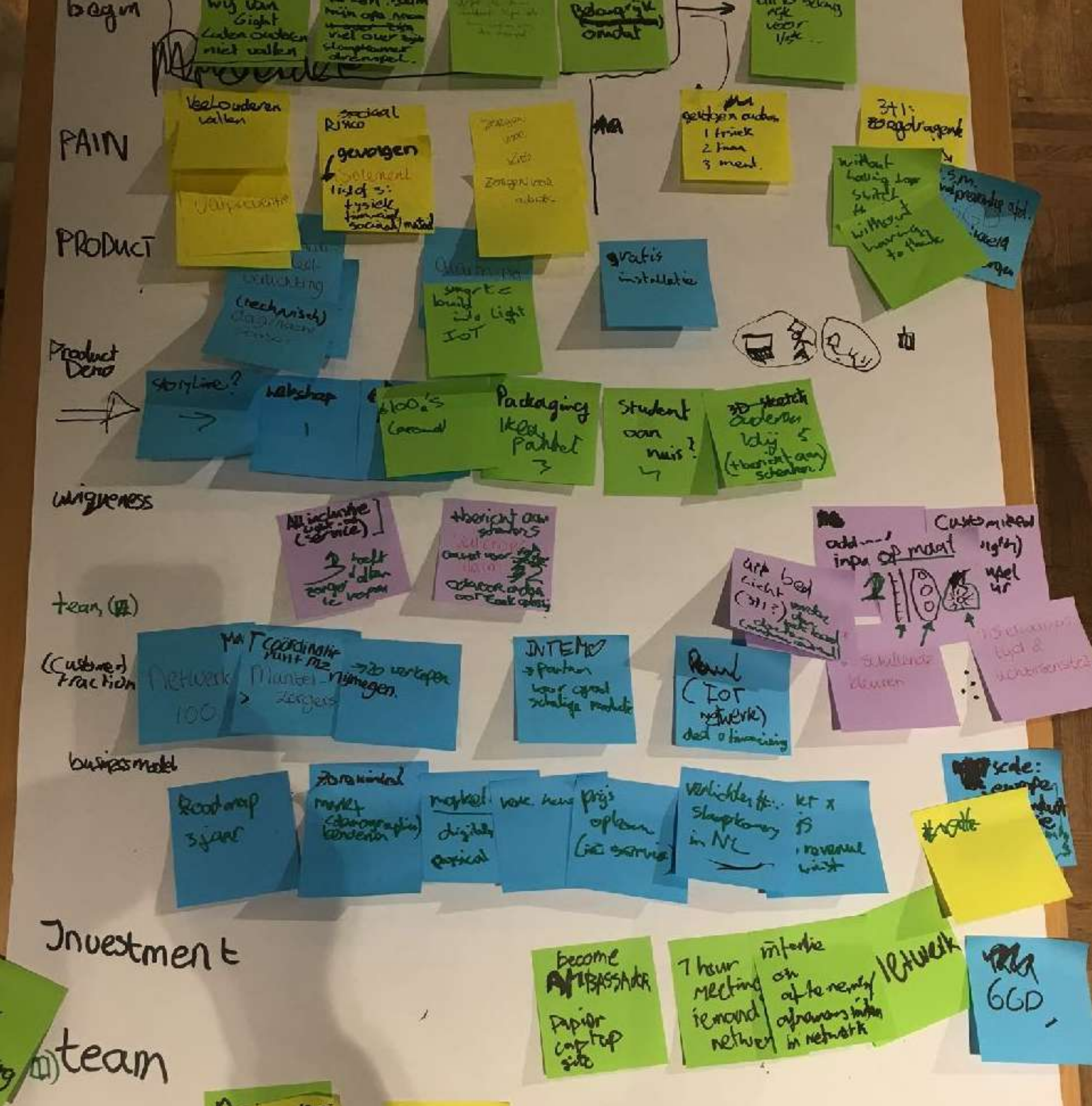
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ACTION STEP

Brainstorm content on Post-Its

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write



WHY IS
PITCHING
SO IMPORTANT?
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.

ACTION STEP

Brainstorm content on Post-Its

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

Build a **storyline** targeting 5 min,
hitting each judging criteria



ACTION STEP

Brainstorm content for; Pain, What's Unique, W.I.I.F. Them?, Future plans, Team (Or more blocks!)

Quickly write down key words and phrases, not full sentences

Don't think too much:
just write



Pitch Part 1: The **OPENING**

Remember, it's a


5-MINUTE PITCH

How many
WORDS PER MINUTE?

150
WORDS
MAXIMUM



How many
WORDS PER MINUTE?



**130-140 Words
per minute**

How many words for a
5-MINUTE-PITCH?

**650-700
WORDS**



Make the first word count
OPEN POWERFULLY



The first 20
seconds buys

ATTENTION

Now it is

YOUR TURN

How could you

OPEN YOUR PITCH?



3 MINUTES
to write it down

ACTION STEP

Review your brainstorm

Based on your Post-Its:

What could be the **opening**
5 sentences of your pitch?

Write these 3-4 sentences
(individually)



FEEDBACK

Which ONE thing stood out?

Which ONE thing did you NOT understand?

One FRIENDLY piece of advice for improvement

ACTION STEP

Get feedback on your Opening

Test your 5 opening sentences during a **break-out**

Get feedback based on these
← three points.

5 min = 2,5 minutes per person

Take One
MINUTE

Write down - what did you **learn**?

From **giving** and **receiving** feedback?

What will you **change**?

Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

GET FEEDBACK

What
stood out
most?

What did
you not
understand?

Friendly
advice for
improvement?



Pitch Part 2!

Memorable MIDDLE

Making your story

FOCUSED & MEMORABLE

The Power of **THREE**



Examples of how to apply
THE POWER OF THREE?

Break your product down into
THREE BIG QUALITIES

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

Break the whole pitch into

THREE BIG CHAPTERS

PAIN

PRODUCT

TEAM

If stuck: which three things
REALLY MATTER?

First...

Second...

Third...



Pitch Part 3!

FINISH POWERFULLY



Finish like a true
PROFESSIONAL

Make a plan for the last
30 SECONDS

How?

REPEAT THE PROCESS



Think it
through

Write it
down

Say it
out loud

GET FEEDBACK

GET FEEDBACK

What
stood out
most?

What did
you not
understand?

Friendly
advice for
improvement?

And the
LAST TWO WORDS?

THANK YOU!

=

I've finished, you can clap now!

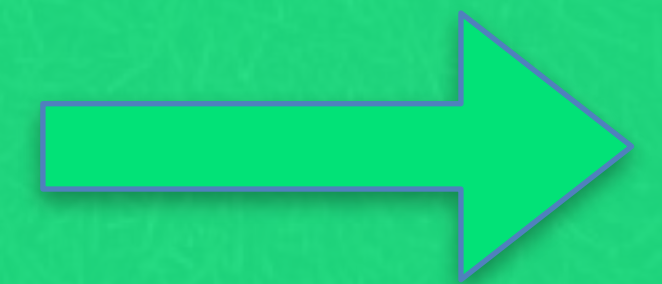
The final
QUESTION

What stands between your idea and **YOUR SUCCESS?**

IDEE



SUCCESS



BEING ABLE TO TELL YOUR STORY, **BEING ABLE TO PITCH!**

OPENING



MIDDLE



END



Pitch tools and **RESOURCES**



FREE



5

Steps to Preparing your Winning Pitch



Thanks for joining the recent Pitch workshop!

Here's a quick high-level reminder of the main steps you need to take to make a great pitch.

Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at:
tiny.cc/pitchworkshop

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI [linkedin.com/in/davidbeckett-presentation-coach](https://www.linkedin.com/in/davidbeckett-presentation-coach) ID David Beckett



5

Biggest Pitching Mistakes To Avoid



Thanks for joining the recent Pitch workshop!

Here's a quick checklist of mistakes that are regularly made during pitches. These are the errors to avoid: be sure they don't happen for you!

Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

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W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI [linkedin.com/in/davidbeckett-presentation-coach](https://www.linkedin.com/in/davidbeckett-presentation-coach) ID David Beckett



5

Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch.

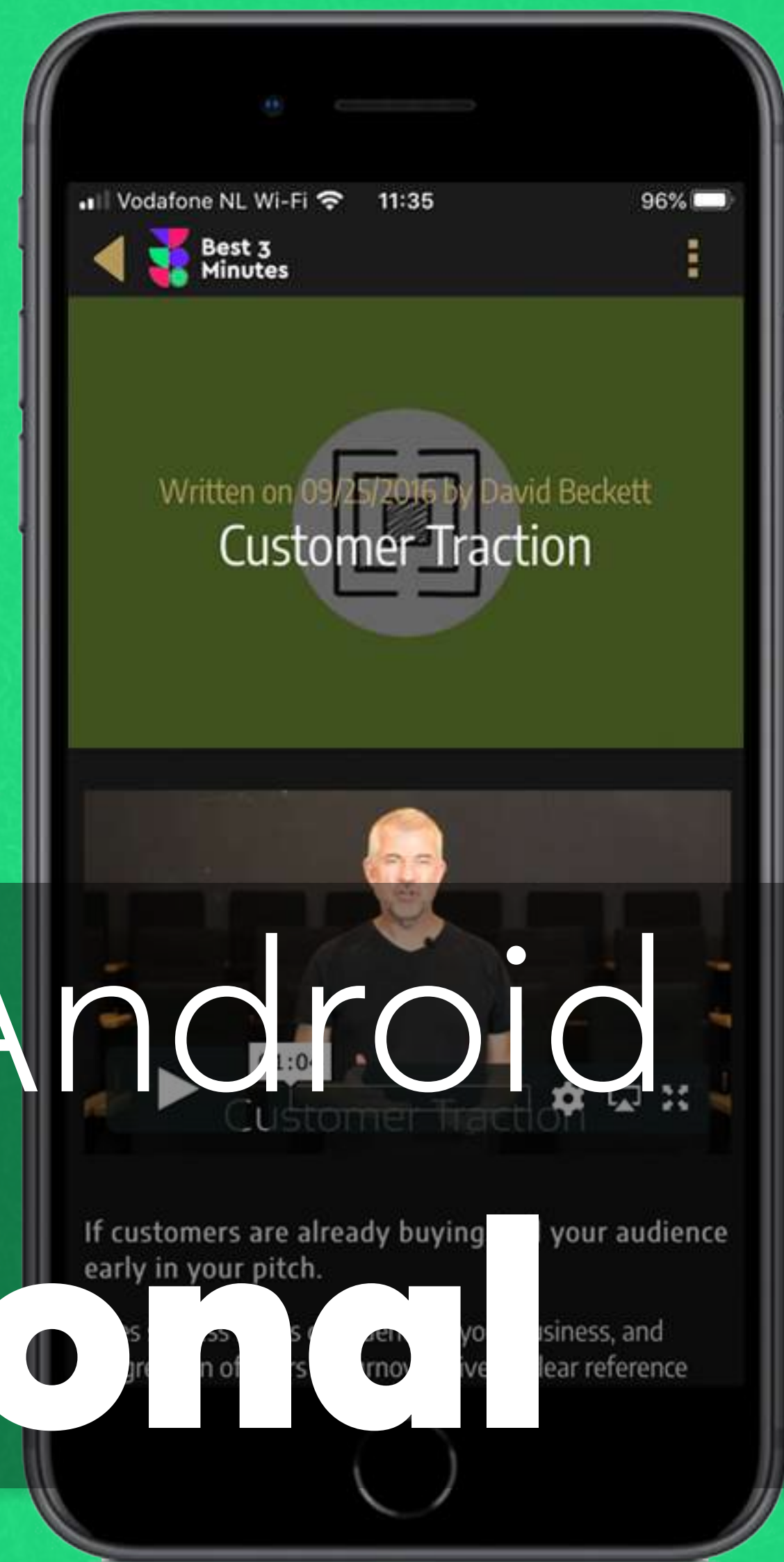
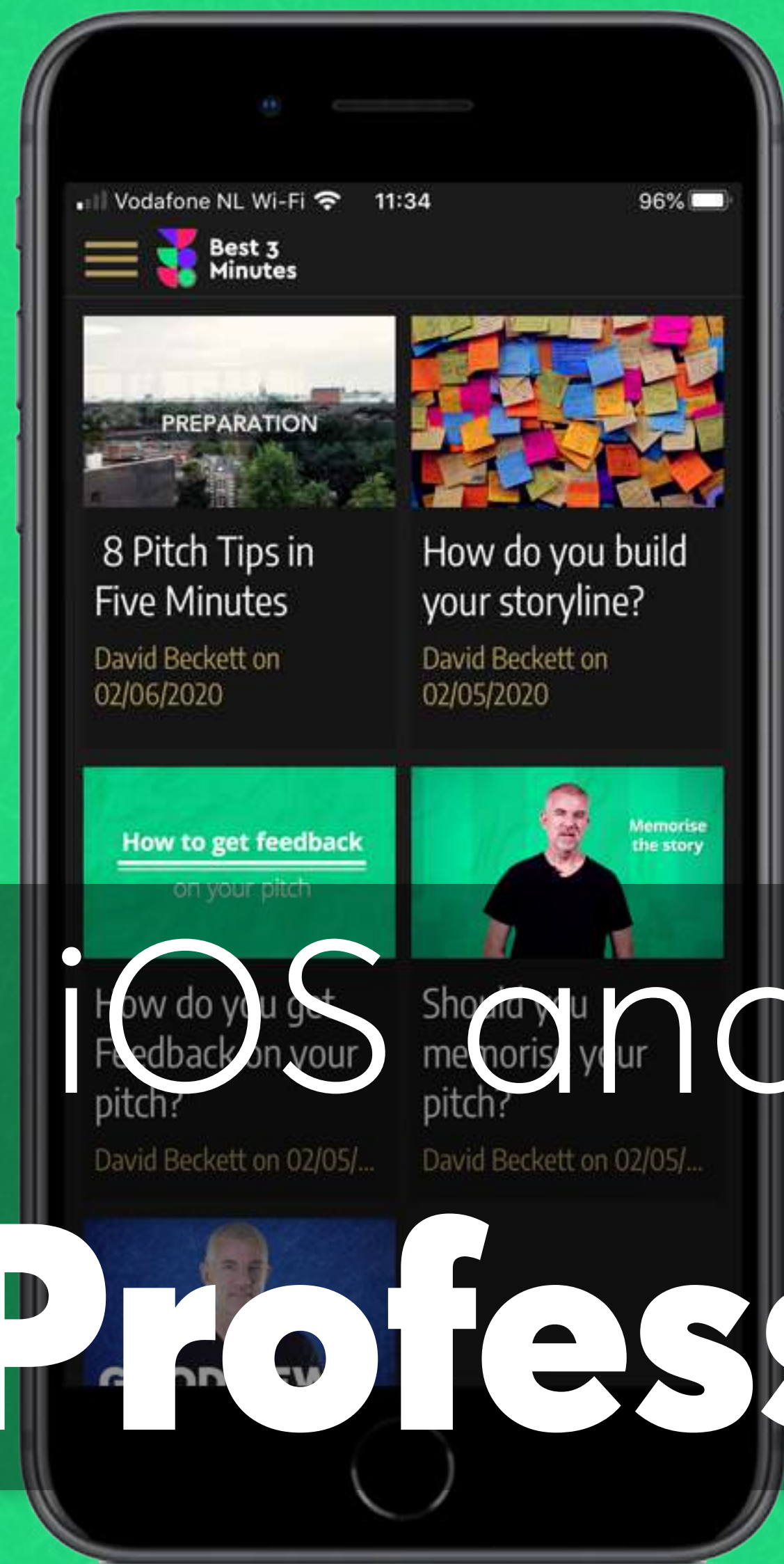
Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

Don't miss out on all the tools available online at:
tiny.cc/pitchworkshop

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI [linkedin.com/in/davidbeckett-presentation-coach](https://www.linkedin.com/in/davidbeckett-presentation-coach) ID David Beckett

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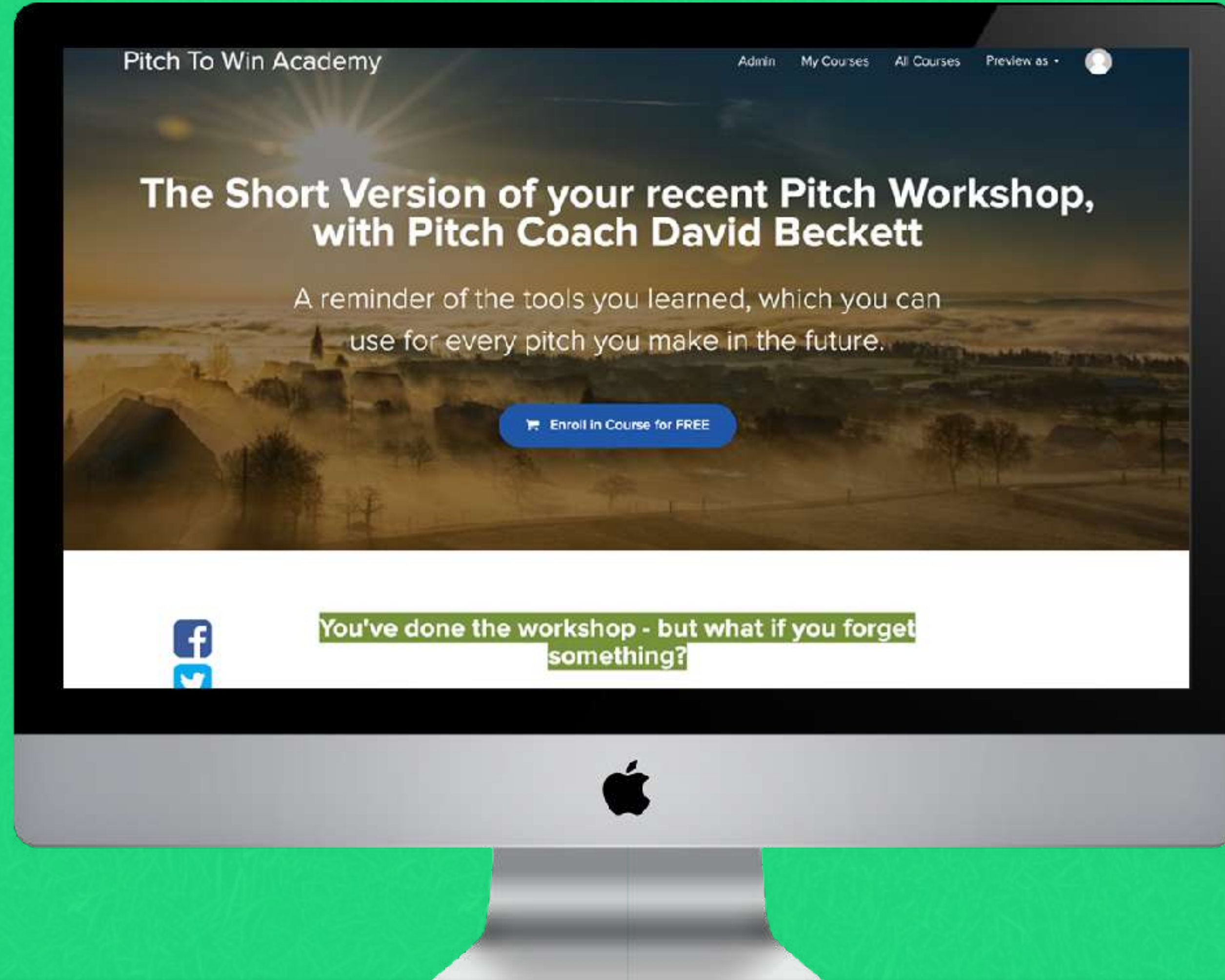


The App: iOS and Android **PitchProfessional**

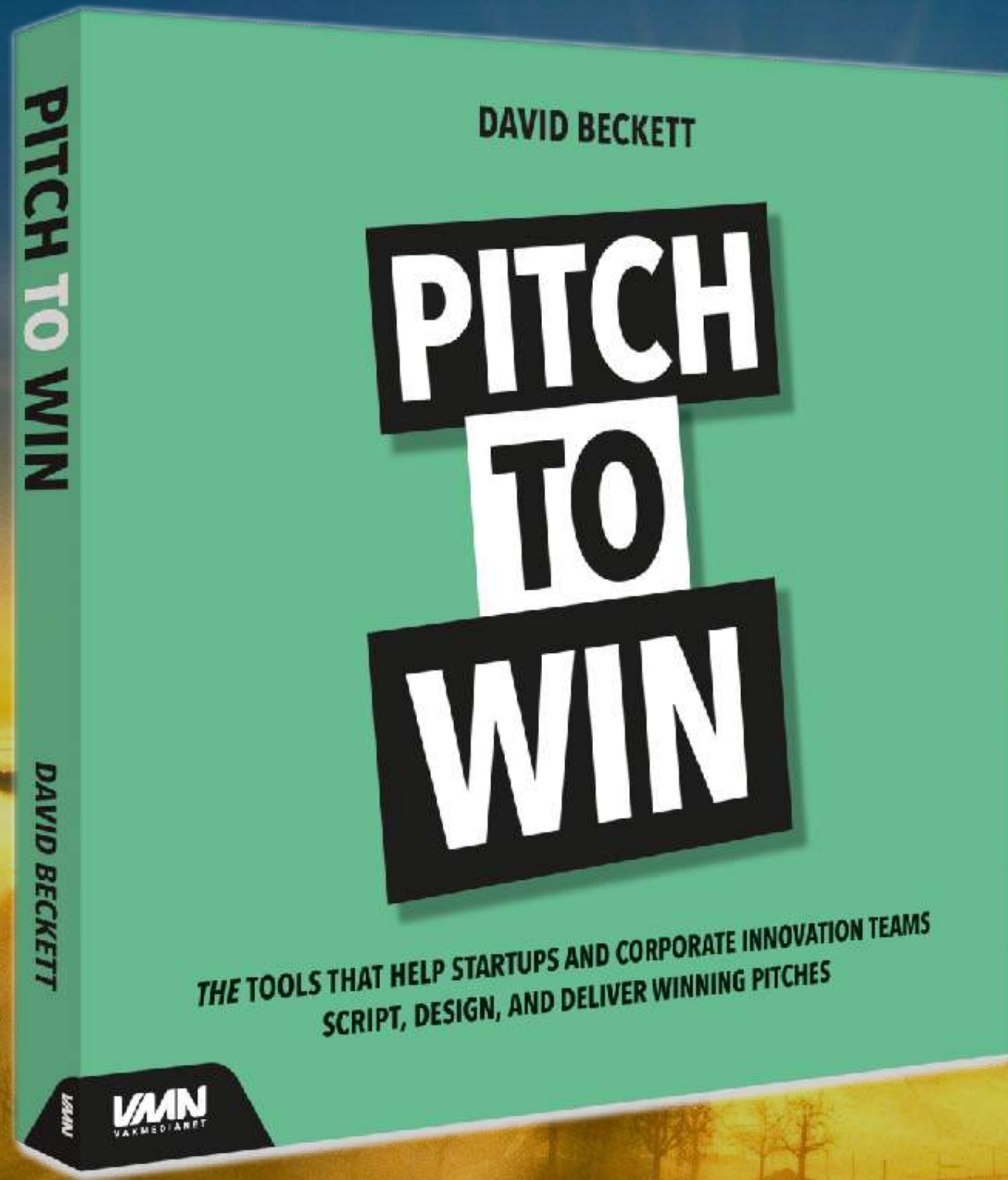
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Know it all?

Pitch to Win

Dutch, English,
German, and e-book

Sheila Schenkel

Best3minutes.com

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Blue Moon Pitch

Written by
David Beckett