

theguardianmasterclasses



How to Deliver a Business Pitch



AGENDA

Time	Session
6pm	Attendee registration
6.15pm-6.30pm	Attendee welcome and coffee
6.30pm-7.00pm	Session #1: Introduction & Mock Pitches Overview & Exercises
7.00pm-7.30pm	Session #2: Calibration Talk & Q&A
7.30pm-8.00pm	Session #3: Key Ingredients Talk
8pm-8.20pm	<i>BREAK</i>
8.20pm-8.40pm	Session #4: Pitch Surgery Exercise
8.40pm-9.20pm	Session #5: Business of Moving & Final Pitches Talk & Pitching
9.20pm-9.30pm	Wrap up, Q&A Group Discussion & Additional Resources



**LET'S
GET
MOVING**

ESCALATORS

ELEVATORS

DARKNESS

DRIVING

DOGS

LONELINESS

FLYING

DEATH

SICKNESS

DEEP WATER

FINANCIAL PROBLEMS

INSECTS

HEIGHTS

PUBLIC SPEAKING



LET GO OF WHAT

YOU
THINK
MONK
NOY

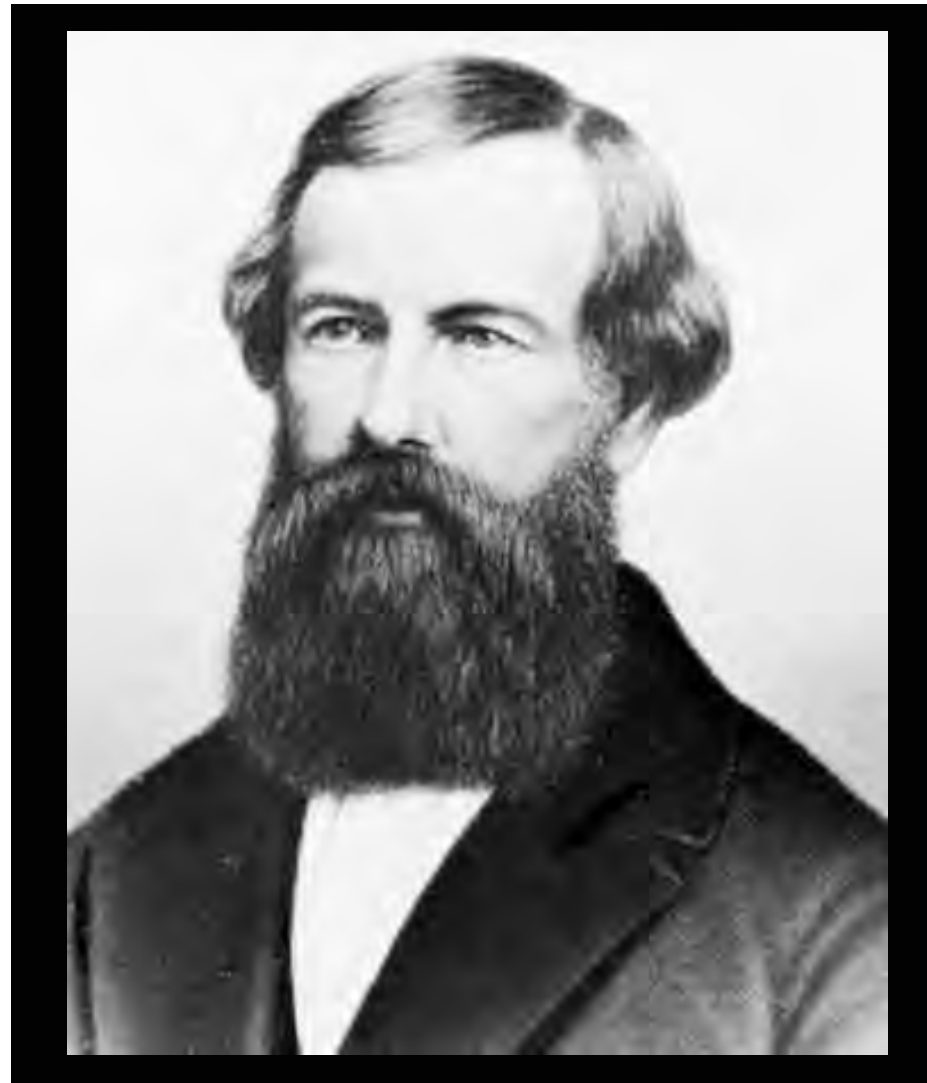




**MAKE PEOPLE
WANT THINGS**

VS.

**MAKE THINGS
PEOPLE WANT**







INGREDIENTS

1. WHY

2. WHAT

3. AHA

4. INVITE..



WHY

- **PEOPLE DON'T BUY WHAT YOU DO
THEY BUY WHY YOU DO IT**

START

WITH WHY

Simon Sinek

www.startwithwhy.com

TED TALK

People don't buy WHAT you do, they buy WHY you do it.

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

Few People or ORGANISATIONS KNOW WHY they do what they do.

INSPIRED leaders and organisations Communicate from the INSIDE OUT

LAW of DIFFUSION of INNOVATION



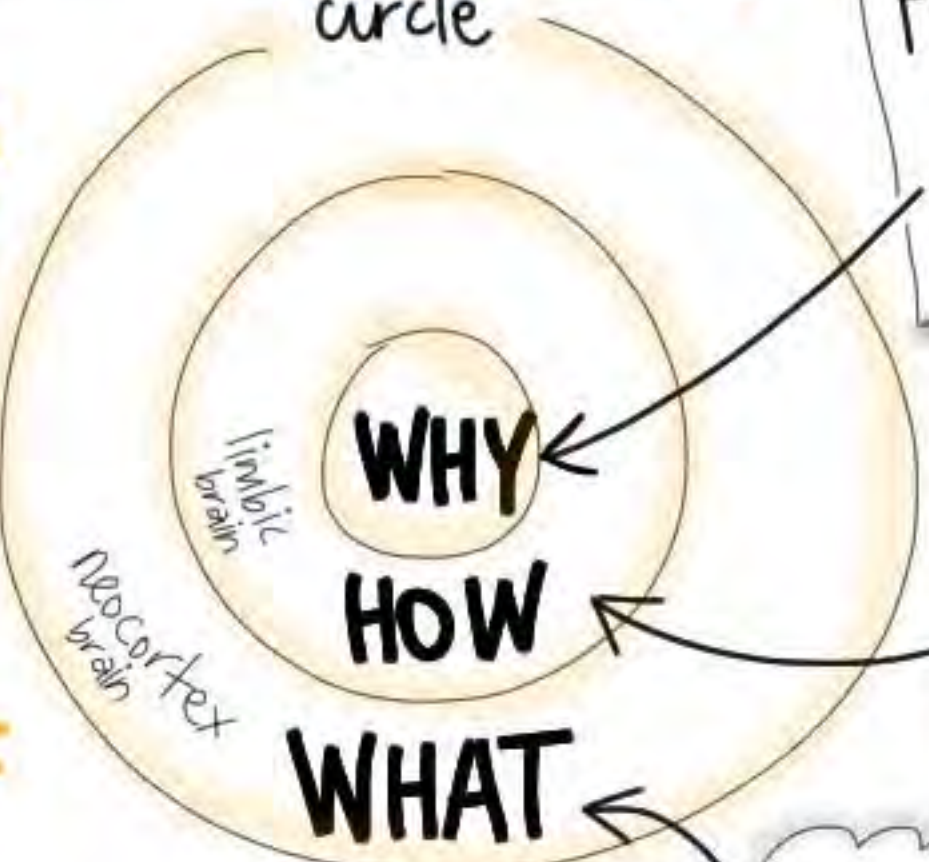
We KNOW How we do it

I BELIEVE

MARTIN LUTHER KING

We KNOW WHAT we do...

The GOLDEN circle



All the great leaders and organisations communicate the same way...

It's the WORLD'S simplest idea

YOUR PURPOSE (NOT PROFIT)

YOUR CAUSE

YOUR BELIEF

Why should anyone CARE?



WHAT?

- TEE UP THE PROBLEM OR CHALLENGE?



AHA

- **NAIL THE SOLUTION & WHY YOUR TEAM IS THE RIGHT ONE FOR THE JOB**

HERE'S THE SECRET:



**PITCH THE PROBLEM,
~~NOT THE SOLUTION~~**

DAVE HCCURE, 500 STARTUPS

500STARTUPS
www.500startups.com



INVITE...

- **CLEARLY SAY WHAT YOU NEED & INVITE YOUR LISTENERS TO JOIN YOU**



START WITH THE END.

1. LOGIC

2. CHARACTER

3. EMOTION

LOGIC

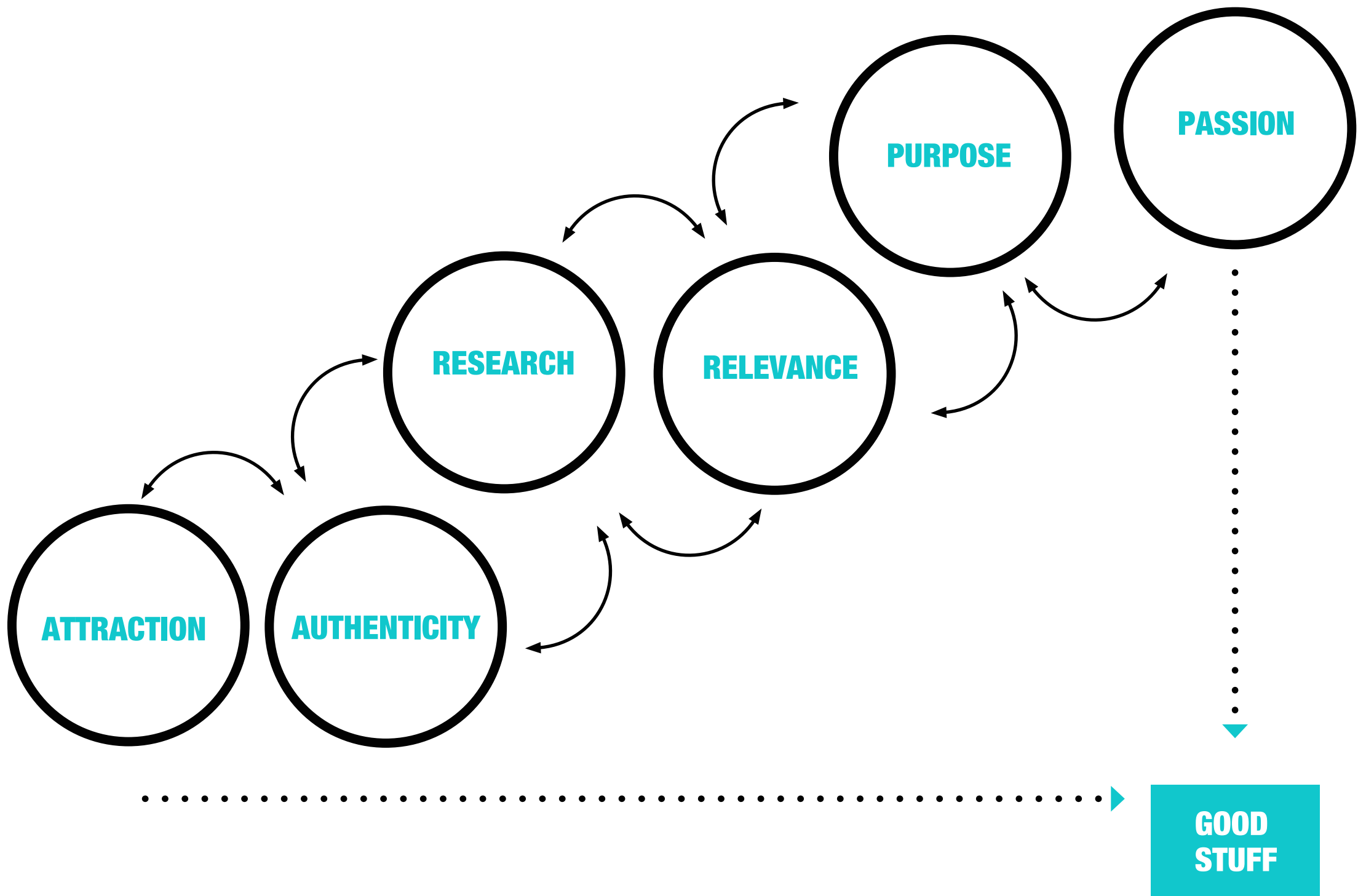
THIS IS FUNCTIONAL YET SAFE

CHARACTER

I AM THE HUMBLE INVENTOR

EMOTION

WOW, CAN YOU SEE THE POSSIBILITIES!



GIVE & GET

**DISCOVER WHAT YOUR LISTENER
REALLY CARES ABOUT.**



PROPOSE TO GIVE THE LISTENER SOMETHING THEY WANT..

REALLY

**LIKE HOW THEY MIGHT BENEFIT
FROM WORKING WITH YOU.**

**CONVERSATIONS >
RELATIONSHIPS >
TRANSACTIONS.**

What's your story?



THE
P I X A R
PITCH

Once upon a time..
Every day..
One day..
Because of that..
Because of that..
Until finally..



ONCE UPON A TIME

THERE WAS NEMO THE ONLY SON OF A PROTECTIVE WIDOW

EVERY DAY

DAD WARNS NEMO OF THE DANGERS OF THE OPEN SEA

ONE DAY

NEMO IGNORES HIS DAD AND SWIMS INTO THE OPEN OCEAN

BECAUSE OF THAT

HE'S CAPTURED BY A DIVER & ENDS UP IN A FISH TANK OF A DENTIST IN SYDNEY

BECAUSE OF THAT

DAD SETS OFF WITH OTHER SEA CREATURES TO SAVE NEMO

UNTIL FINALLY

DAD AND SON FIND EACH OTHER, & REUNITE HAPPILY EVER AFTER.

THE TWIT PITCH



Stowe Boyd

- techchuff: .@fdestin 'It's your money we are wasting' **#twitpitch**
- deanfankhauser: @fdestin Nuji | share and discover products you love with like-minded people, shopping social graph **#twitpitch**
- tamaslocher: @garmz - Enable fashion talent. You design fashion, we provide the rest **#twitpitch** damn it still have 58 characters left over. what now?
- wordyhq: Write perfect English. **#twitpitch**
- fergusdyersmith: Say it with video:!! Wooshii. "like 99designs for video production" **#twitpitch**
- dan_jf: MailSuite =Complete Unified Inbox + push email for ***ALL*** phones, compression saves 98% of mob data + 10x faster download of msg. **#twitpitch**
- OllyWhatTalent: ... - A new kind of creative agency that connects people who ***need*** talent with people who ***have*** talent **#twitpitch**

F  **RWARD**

UBER

connecting you and a driver with the tap of a button

HAILO

like UBER but just for cabs

LYFT

like UBER but drivers aren't professional

SIDECAR

like UBER but fares are donations and drivers aren't professionals - aka car sharing

SWIFTO

company pitch: "Uber for dog walking"

**MAKE PEOPLE
WANT THINGS**

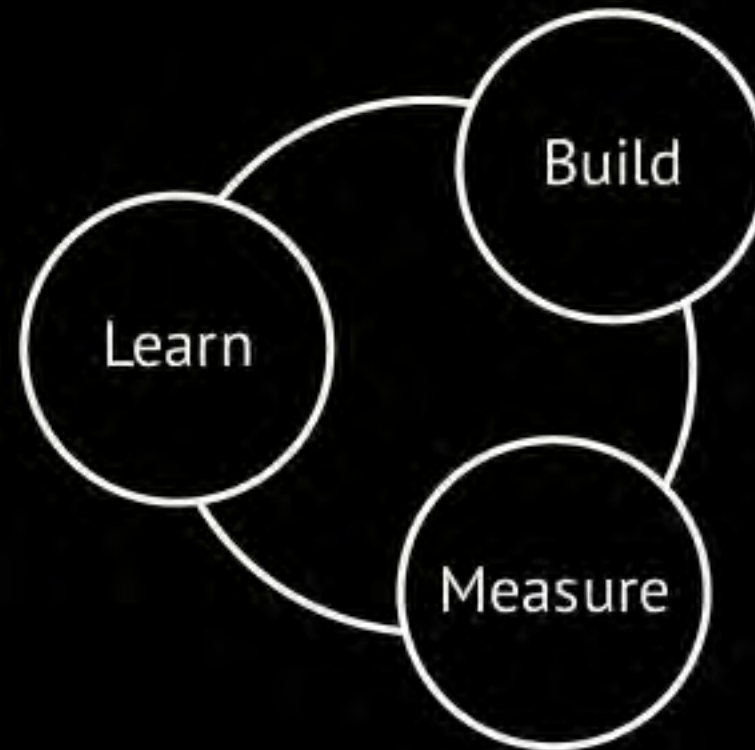
VS.

**MAKE THINGS
PEOPLE WANT**



COFFEE?

**Your
Validation
heartbeat.**





EYE CONTACT

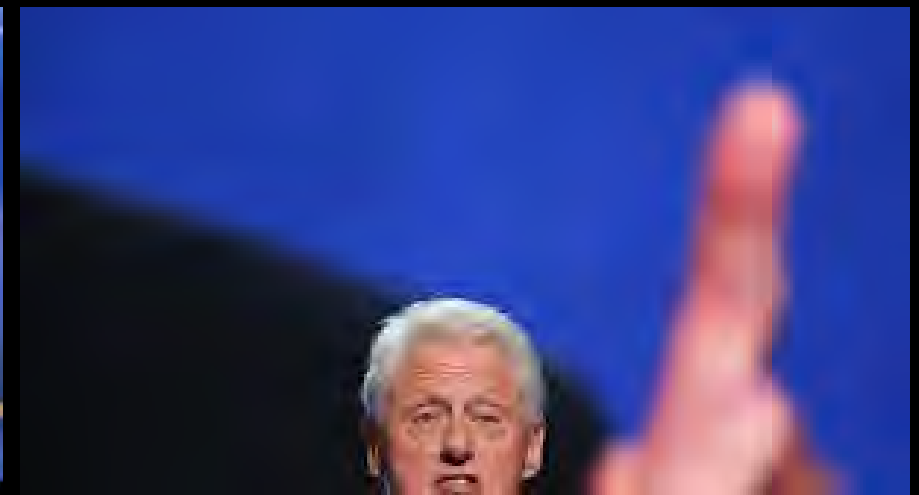
CALMNESS

HAND GESTURES

SMILING

PACING

POWER POSING



ENTERTAIN

CHARM THEIR PANTS OFF

EDUCATE

PERSONAL AND RELEVANT

ENGAGE

THROUGH STORYTELLING



Practice telling your story

OUT LOUD

Many, many times.

1. Have your script ready

2. STRETCH - BREATHE - SMILE

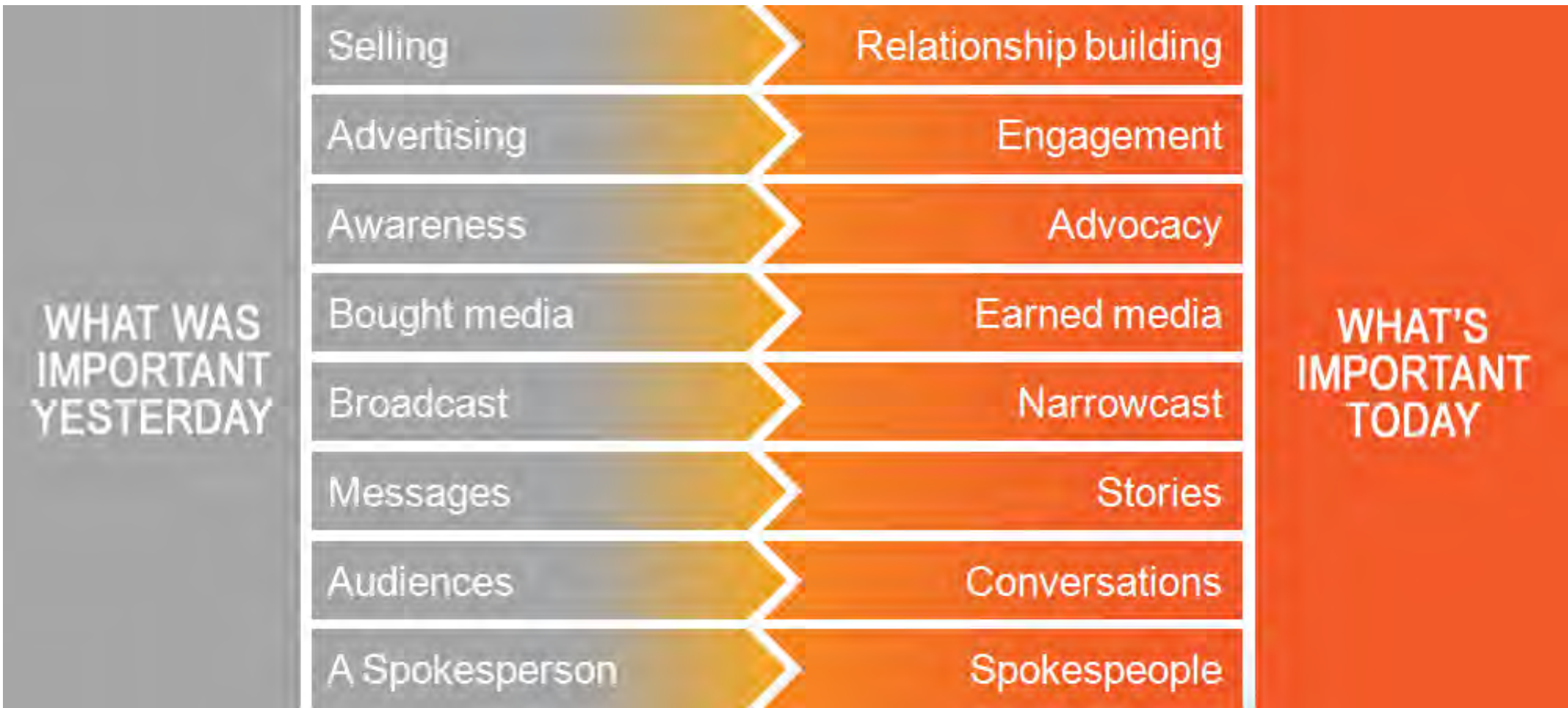
3. Showtime.

OLD SCHOOL SELLING

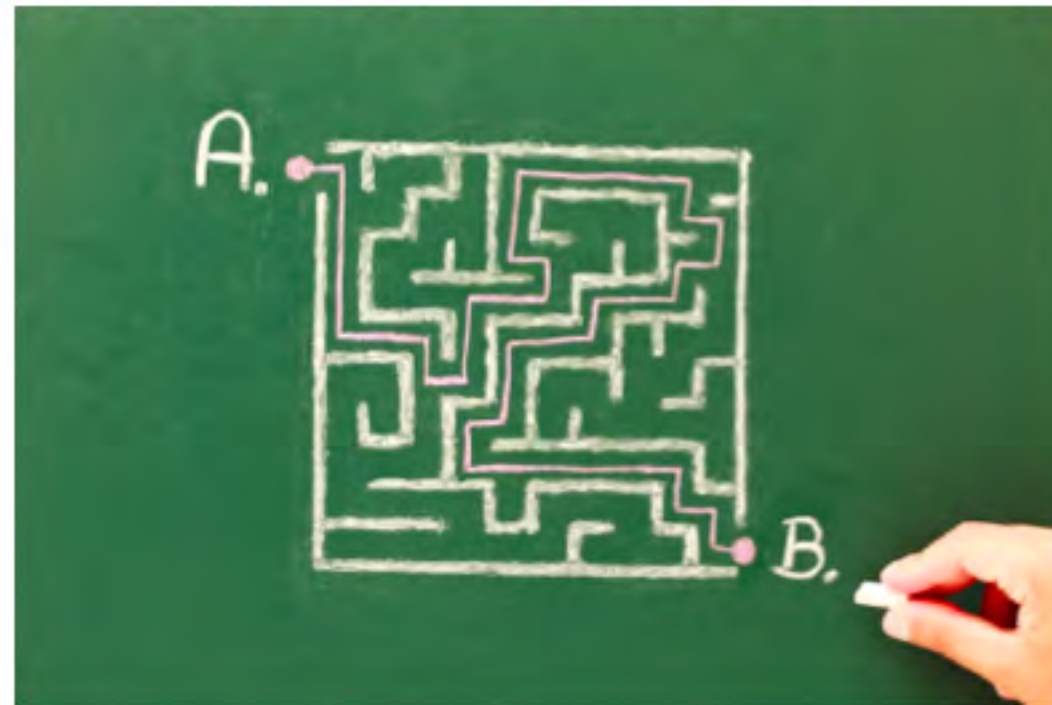
VS

NEW SCHOOL SELLING

OLD SCHOOL SELLING	modern selling
Typical 1960s-80s selling, and still found today.	Essential to sustain successful business today.
standard product	customised, flexible, tailored product and service
sales function performed by a 'sales-person'	sales function performed by a 'strategic business manager'
seller has product knowledge	seller has strategic knowledge of customer's market-place and knows all implications and opportunities resulting from product/service supply relating to customer's market-place
delivery service and supporting information and training are typical added value aspects of supply	strategic interpretation of the customer organisation's market opportunities, and assistance with project evaluation and decision-making are added value aspects of supply
good lead-time is a competitive advantage	just-in-time (JIT) is taken for granted, as are mutual planning and scheduling; competitive advantages are: capability to anticipate unpredictable requirements, and assistance with strategic planning and market development
value is represented and judged according to selling price	value is assessed according to the cost to the customer, plus non-financial implications with respect to CSR (corporate social responsibility), environment, ethics, and corporate culture
the benefits and competitive strengths of the products or service are almost entirely tangible, and intangibles are rarely considered or emphasised	the benefits and competitive strengths of the product or service now include many significant intangibles, and the onus is on the selling organization to quantify their value
benefits of supply extend to products and services only	benefits of supply extend way beyond products and services, to relationship, continuity, and any assistance that the selling organization can provide to the customer to enable an improvement for their staff, customers, reputation and performance in all respects
selling price is cost plus profit margin, and customers have no access to cost and margin information	selling price is market driven (essentially supply and demand), although certain customers may insist on access to cost and margin information
seller knows the business customers' needs	seller knows the needs of the business customers' customers and partners and suppliers
sales person sells (customers only deal with sales people, pre-sale)	whole organization sells (customers expect to be able to deal with anybody in supplier organization, pre-sale)
sales people only sell externally, ie, to customers	sales people need to be able to sell internally to their own organization, in order to ensure customer needs are met
strategic emphasis is on new business growth (ie, acquiring new customers)	strategic emphasis is on customer retention and increasing business to those customers (although new business is still sought)
buying and selling is a function, with people distinctly responsible for each discipline within selling and customer organizations	buying and selling is a process, in which many people with differing jobs are involved in both selling and customer organizations
hierarchical multi-level management structures exist in selling and customer organizations	management structures are flat, with few management layers
authority of sales person is minimal, flexibility to negotiate is minimal, approvals must be sought via management channels and levels for exceptions	authority of sales person is high (subject to experience), negotiation flexibility exists, and exceptions are dealt with quickly and directly by involving the relevant people irrespective of grade
selling and buying organization are divided strictly according to function and department, inter-departmental communications must go up and down the management structures	selling organization is structured in a matrix allowing for functional efficiency and also for inter-functional collaboration required for effective customer service, all supply chain processes, and communications
supplier and customer organization functions tend to talk to their 'opposite numbers' in the other organization	open communications to, from and across all functions between supplier and customer organization
the customer specifies and identifies product and service requirements	the selling organization must be capable of specifying and identifying product and service requirements on behalf of the customer
the customer's buyer function researches and justifies the customer organization's needs	the selling organization must be capable of researching and justifying customer organization's needs, on behalf of the customer
the customer's buyer probably does not appreciate his/her organization's wider strategic implications and opportunities in relation to the seller's product or service, and there will be no discussion with the seller about this issues	the seller will help the buyer to understand the wider strategic implications and opportunities in relation to the seller's product or service
the buyer will tell the seller what the buying or supplier-selection process is	the seller will help the buyer to understand and align the many and various criteria within their own (customer) organization, so that the customer organization can assess the strategic implications of the supplier's products or services, and make an appropriate decision whether to buy or not



The Business of
TRANSFORMATION



Purpose

Team

Problem

Solution

Market Size

Competition

Product

Growth Strategy

Business Model

Ask - Q&A

**“THE PURPOSE OF
THE PITCH IS NOT
NECESSARILY TO
MOVE OTHERS TO
ADOPT YOUR
IDEA..**

**BRINGING THAT
OTHER PERSON IN
AS A PARTICIPANT
& EVENTUALLY
ARRIVING AT AN
OUTCOME THAT..**

**THE PURPOSE IS
TO OFFER
SOMETHING
SO COMPELLING
THAT IT BEGINS A
CONVERSATION..**

**APPEALS TO BOTH
OF YOU.”**

-DANIEL PINK



Supporting business growth

How to give a presentation: 10 tips to move your audience

Delivering great pitches and presentations is an essential skill for entrepreneurs. Jonas Altman shares his top tips

Jonas Altman

Tuesday 4 November 2014 09.59 GMT

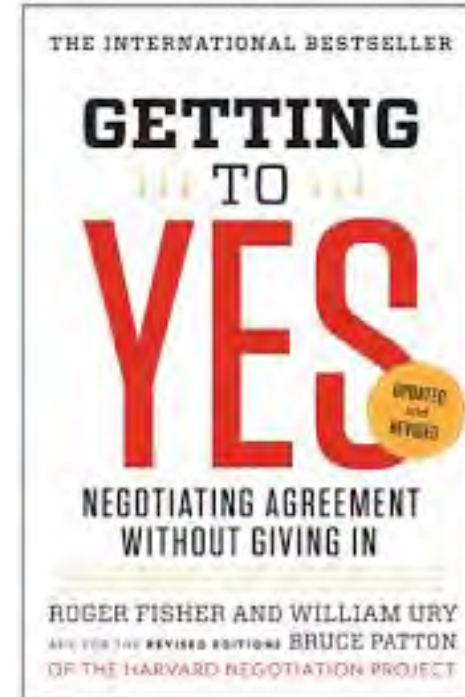
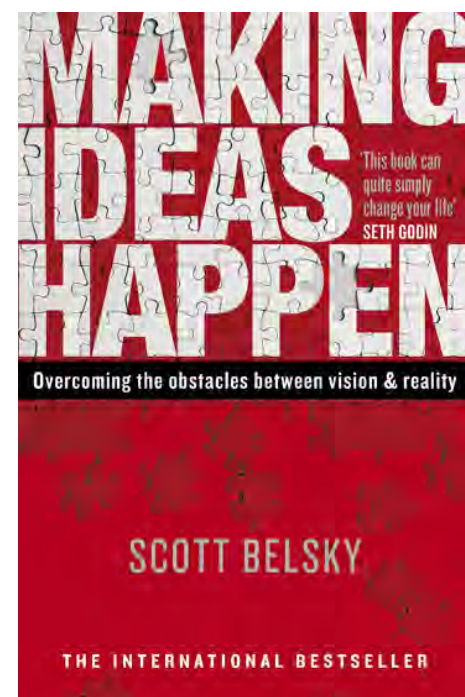
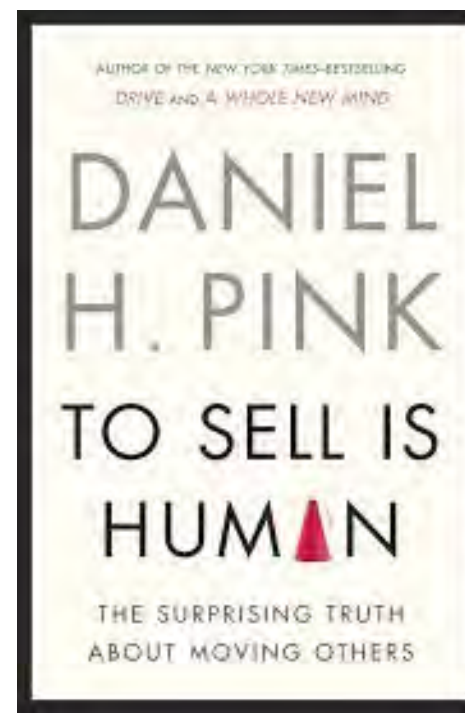
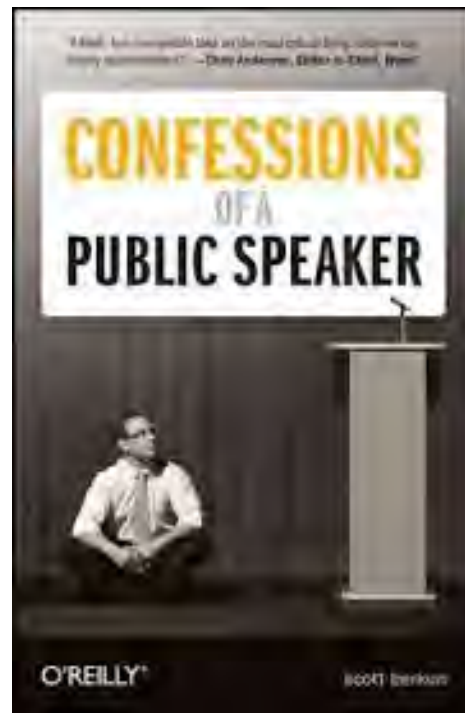


Shares
345



Is using a blackboard key for a great presentation? Photograph: Alamy

<http://bit.ly/1zvDMt6>



*“There's a way to do
it better - find it.”*

THOMAS EDISON

theguardianmasterclasses



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@ SFAGENCY