



# Pitch to win!

**In business, you only get one shot.**

## Radical thinking behind the perfect pitch.

**The first rule of a successful pitch is to make your client see their future as full of potential growth – with your help. The client will expect you to 'sell your product', BUT you are not there to do that.**

### How can you help them grow their business?

You are there to help them design **their** winning pitch for **their** business – by designing **their** winning pitch. It's not about your product or what you can do. Your whole mindset needs to get away from you, your company and your products.

The main criteria people ask in business is "**what's in it for me or my company?**" You **must** address that question before anything else. But it's about the client. Give **them** a powerful reason to want to work with **you** to benefit **their** business.

This approach to pitching is about tapping into **the emotional response** of the potential **client** and making them feel you understand their goals, want to be a part of their journey with them, and can offer

them something that will enhance that journey – and grow their client base or influence others.

Making them listen to **you** is crucial. It's **not** about your product, it's what your business overall can do for **them** to make **them** best in class.

Most businesses make a major error when pitching. So, **what should you always do first?**

**Write the story first not the slides.** Slides should only be minimal, if at all, and only to back up your story. It's **you** that they are buying and your belief in what you can do for them, not the slides. Everyone does slides. **Be different.** The client won't expect that. Be compelling and surprise them. Otherwise, you become a hostage to the slides and look and sound boring.

So, design the script, and then a "few" slides – depending on the client's need for them.

**You lead the conversation, and the slides support your case.**



## Where do you start to design the 'Perfect Pitch?

**What must be your emotional goal?** To achieve a specific frame of mind and thinking process in the client.

- "This will grow our business exponentially."
- "I didn't really realise what they could offer us before".
- "This would work with..."
- "That will give us the edge we need to approach..."

## Strategy: Designing a powerful, compelling, and engaging structure

What do we need from you to help you begin the process?

### Key ingredients:

When we work with you to design and deliver your perfect pitch we need to know – and you need to ask yourself – before we start:

- Who is the client you are pitching to and why?
- Why do they need what you have?
- What are the drivers behind that invitation to you to pitch to them?
- What can you offer and how can you back it up?
- How will they use your product or service and how can you help them to improve?
- What opposition should you expect and from whom?
- What actions do you want them to take next, and what do you want to leave them with?

And there are many more...

## Then, we design the pillars of the plan and your clients needs.

The Pillars of the Plan	
Top line	Objectives, possibilities and why
Why us, why now?	Local or global changes
Sound research	Into client's business objectives & opportunities. Negatives and anticipated reactions
Content scripting tools	Providing power and linking within the script
The story	How to design and tell it
Ingredients	To give new facts whilst matching story elements
The market	What would your involvement achieve for the client?
The Tail line	Repeat top line and give call to action

## Executing the plan

How to execute a compelling performance for maximum impact and influence:

- There are two distinct and different sets of skills required to execute a powerful performance, depending on whether you are pitching online or in person.
- The first involves either (or both) "Developing your Digital Presence" or "Pitch presentation" programmes.
- The second is Objection Handling: Proofing your story – where are the potential holes? and how to mange objections and difficult questions.
- Objection handling requires planning all the possible negatives you may face and designing positives to counter them. But there is much more skill to seamlessly delivering this process.
- We also look at tools to maximise the opportunity of a Question Session.



## The team

**The team** is led by **Chrissie Smith** and can include specific sector related global communications specialists. Specialised biographies are provided for specific proposals.

- **We work online across all regions to enable global clients to bring together all their management for individual or group consultancy work.**
- **Simultaneous online translation can be arranged during interactions with staff and management sessions.**
- **Who do we work with? Global Data, and Digital Technology companies, Defence Manufacturing, Healthcare, Bioscience and many other sectors.**

## Why us?

**Chrissie** is an experienced International communicator and board adviser and she and her Team are passionate about helping you grow your business and communicate your story, so that people want to work with you and recommend you to others.

**The team** offers strategically sustainable solutions across many sectors. We use our expertise to help you win your pitch, plan ahead and protect your reputation.

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