

Pitch Better

Get leads and win business!



Don't rely on just 1 elevator pitch. Pivot to the person's background. Are they business, engineering, or process? Design a pitch for each and adapt accordingly.

Impacting people isn't a one-size fits all approach. Before getting into your pitch, try asking some questions. Listen to the responses and tie them into your pitch.



Make sure your audience understands you. Your technology may be amazing, but if investors don't understand it, what good will that do you? Try linking the tech leaps to real people aspirations: to save time, decrease stress, worry less, make more money, save money, feel good, and look good.