

It's important to understand that you need a different pitch for different circumstances.

Whether it's casual conversation, an introduction at a networking meeting, or a formal meeting where you're introducing your product—people respond differently in each setting.

This document is meant to help you quickly restructure your pitch, it's meant for those who are in business and need to brush up their pitch a little bit—not for those who need a complete restructure.

If you are still struggling to get enquiries after you use this document, get in contact so we can get your business heading in the right direction.

southeastwm.com

0333 200 7476

Pitch Development

01

Relevance

Who you are, who your company is the simplest. Better, draw them in with a statement relevant to them.

I'm...

I own...

AND/OR

02

Permission

Talk about your experience, specific insights, recognitions, or results you've gotten for someone.

I created/produced/sold/won...

THEN

04

The Solution

What benefits do your clients receive and how did you achieve this for them?
Best method is to tell a story

I provide/create...

OR

05

Your Purpose

What is the vision of your business or product.

We are all about...

THEN

07

Call To Action

What do you want them to do? Make it clear and concise. Have a 1-2-1.....
Book a date in the diary... etc

To find out more...

Your new pitch

01

Relevance – when you think of relevance I want you to think about the movie industry for a moment. The most popular movies are often what is called “high concept” – meaning you immediately understand what the whole topic is without reading more than the title and log line. I.e. Star Wars, Speed, The Purge.

The only time you need to be using relevance in an elevator pitch is if you’re in a situation where absolutely nobody knows you. Even then, Relevance should not be focused on too much because it’s binary and has no depth, clients want a solution to their problem.

02

Permission – this can be won in a number of ways:

Experience – I was personal assistant to the Dali Lama for 20 years

Recognition – I won 3 Emmy awards and nominated for 2 Oscars

Results – I’ve increased revenues from this to that

Insight – tell the audience something they did or didn’t know in a unique way

Any of these work at different times, but each one is very audience dependent. For instance, if you’re pitching in front of a committee or board, they will most likely stop listening if they don’t hear about experience or results. Recognition often works because it bridges the permission gap between all types of audience.

Insight is the best route but the most difficult to accomplish. Insight is the only permission-option that draws the audience in through active participation and when done correctly, they see your point in a different way than before. For an insight to work, you have to be engaging enough to draw them in to begin with. Without audience engagement an insight can fall flat, but when done well – it’s priceless.

04

Solution – focus on this more than defining the problem because a properly stated solution will define the problem. This is where your USP shines through. Your USP should be as high concept as possible – meaning it is easily communicated across any audience.

07

Call To Action – what do you want them to do next? Be clear, be concise, and most importantly tell them to only do one thing. Go to my website... book a meeting... The point is to guide them and build their confidence.