



MIT **COVID19**
CHALLENGE

Presents

Africa Takes on **COVID-19**

How to Craft Your Pitch

Lou's Who is Lou Shipley?

VP, Sales



Acquired by



Acquired by



Entrepreneur in Residence

HIGHLAND
CAPITAL PARTNERS

GENERAL  CATALYST

CEO



Acquired by



BLACKDUCK

Lecturer

MIT MANAGEMENT
SLOAN SCHOOL



HARVARD
BUSINESS SCHOOL

Active Board Member



CustomerGauge



Trinity
College
HARTFORD
CONNECTICUT

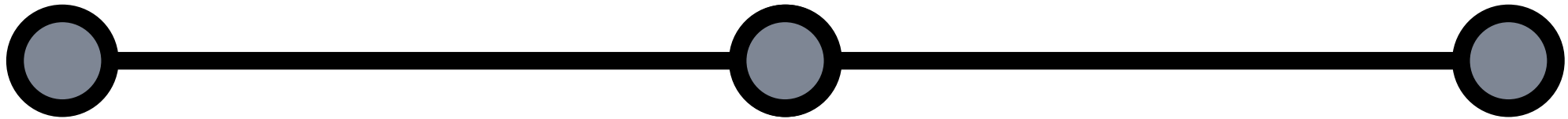


Table stakes for great presentations great

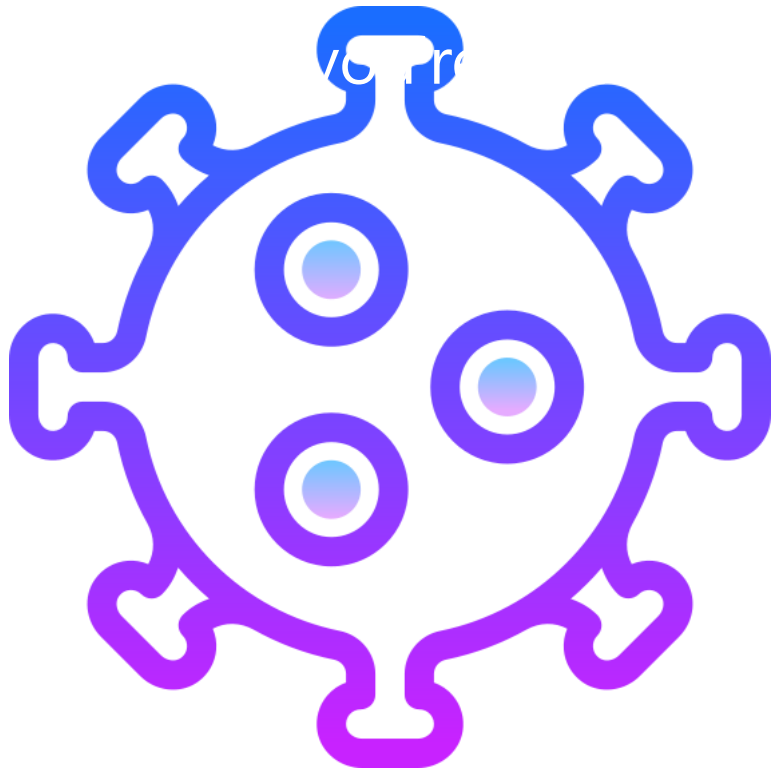
- Passion
- Active listening
- Practice
- Anticipating and handling objections

The Importance of Narrative

the narrative need to be great to inspire action and bring about change.



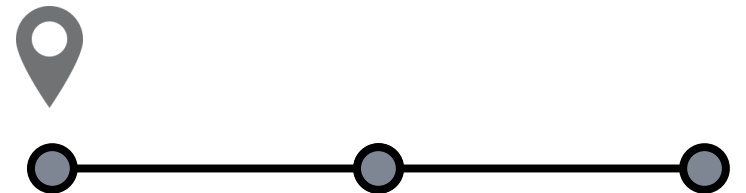
Setting The Stage



Convey **passion** for the problem and
why it matters

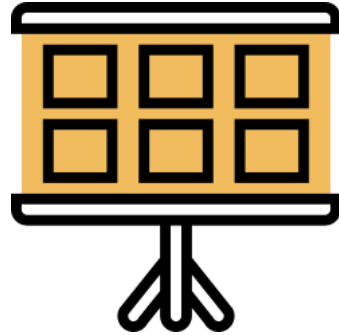
&

Build a **personal connection** to the problem for the
audience



Introducing Your Solution

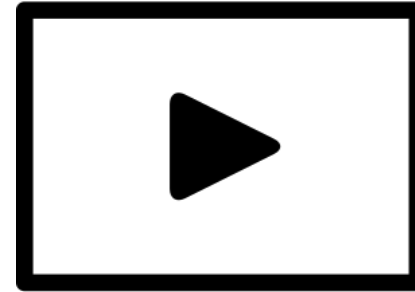
Potential Ways to communicate your solution:



Storyboards/Images



Demo



Video*

It's up to you and your team. Be creative! *But be wary of limitations due to video



TIPS: Slide Design



One visual/One Topic
per Slide

Don't over-complicate

Balance what's on the slide and
what you can just say

Selling Techniques for background

Up Front Contract

- Agree on reason for meeting
- Agree on outcome
- Be willing to walk away

Tonalityity

- Don't get too excited, manage your emotions
- Mirror – if they speak slowly, match their pace

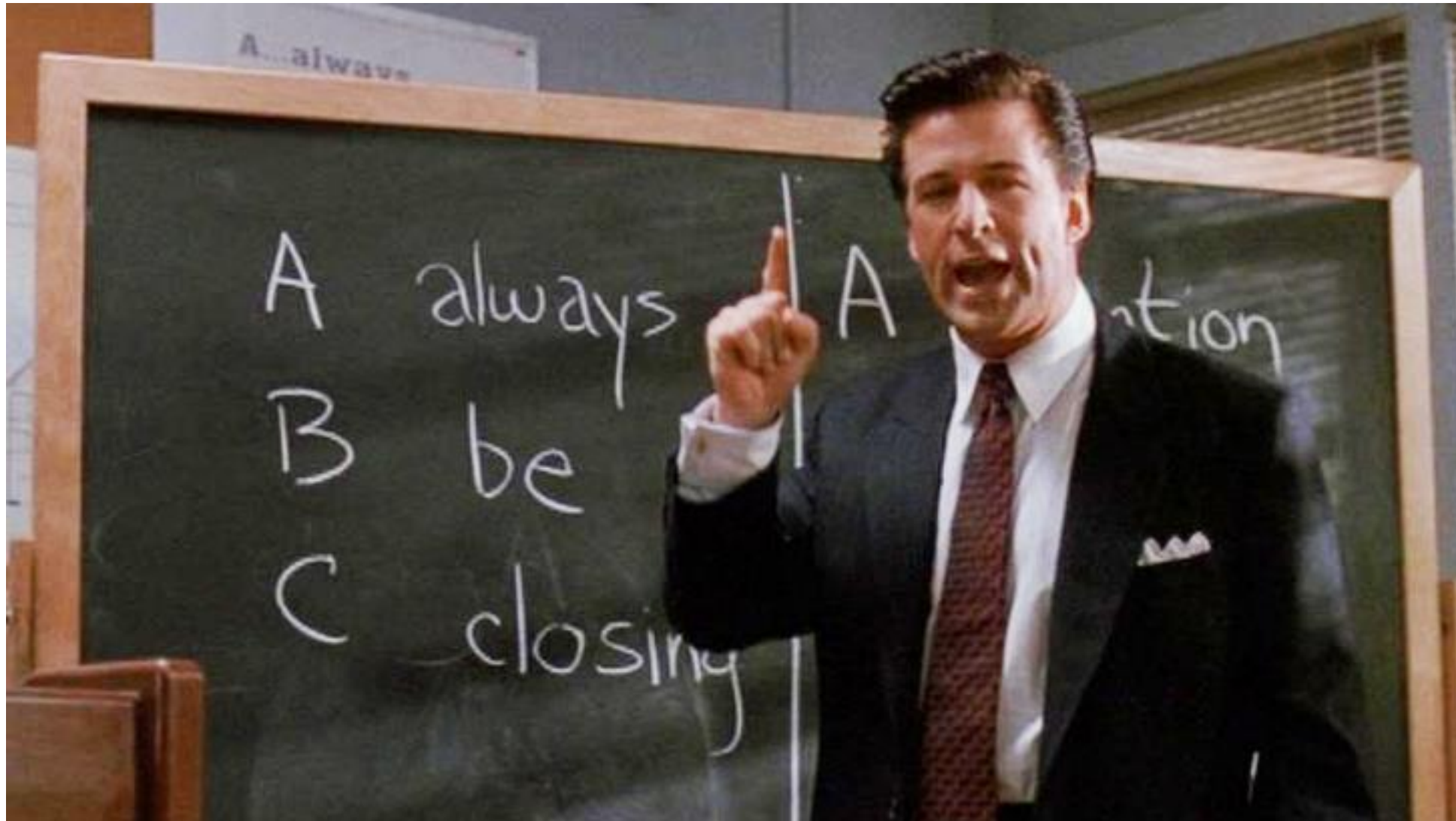
Opening

- Rapport
- Get a chuckle

Basics of your presentation sales

- Problem
- Target Market
- Solution
- Differentiation
- Presentation

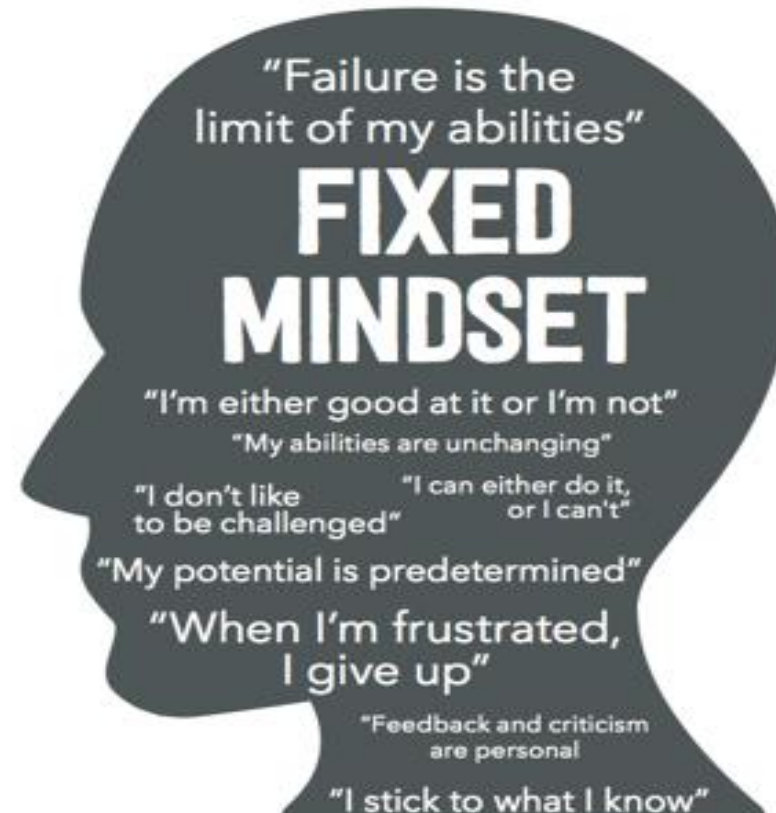
Sales conventional wisdom – trite and useless



Handling objections

- Active listening – truly understand the question before launching into your idea
- Re-phrase the question to optimally position your response
- Agree to disagree or walkaway if it is clear there is no interest

Characteristics of top presenters



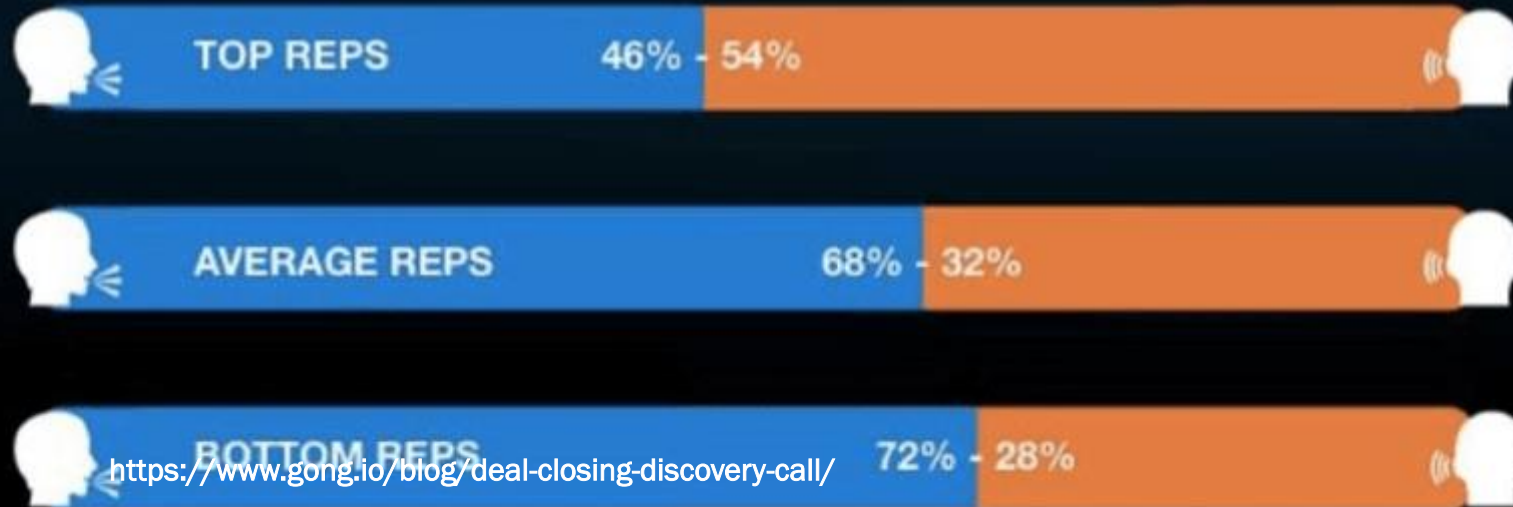
Selling is about Listening, Not Pitching

Discovery Call Talk / Listen Ratios:

Top, Middle, and Low Performers

TALK

LISTEN



<https://www.gong.io/blog/deal-closing-discovery-call/>

The image features a central horizontal strip of torn, light-brown paper. The paper has irregular, deckled edges, giving it a handmade or weathered appearance. On this strip, the text "It's not my work, it's my passion" is written in a dark, serif typeface. The background consists of a dark, heavily textured surface, possibly wood or metal, with visible grain and scratches. The overall composition is simple and evocative, emphasizing the contrast between the rough paper and the smooth text.

It's not my work, it's my passion

backup

