

Business Connect

It Only Takes A Minute
Planning and Delivering Excellent
Elevator Pitches



The Communications Clinic

UNLOCKING POTENTIAL

The Pitch Problem

What Most Pitches focus on
“The Wonder of Me”

What Your Pitch Needs To Say

What My Company Can Do To Assist Your
Business

The Preparation Checklist

What is this Company's specific business?

What issues are affecting their business right now?

How can my Product or Service assist them?

Can I provide specific evidence that we can deliver what we promise?

Can I justify and explain my fees or costs?

Who will I be pitching to? What is their background?

What questions can I expect?

What questions do I hope I don't get asked?

Am I ready to Listen?



Iron Rule of Communications

Threat/Removal of a Threat

Benefit

Interest

What is most important-The Story or the Point?

It depends on time and context

Short time to pitch-get to the point and if you have time tell the story

Longer time with an audience-tell the story but in a way and manner that is appropriate to your audiences' needs and syntax

Preparation In Advance

How do I know what I will say until I hear myself say it?

Say it, hear it, repeat it

Don't over explain or use jargon inappropriately

Manage your Nerves-What do you Do (or Not Do) when Nervous

Be an Active Listener-Acknowledge, Question, Restate

Remember....

“Every time you encounter another Human being, you are either building or unbuilding a relationship”



The Communications Clinic

UNLOCKING POTENTIAL

barry@communicationsclinic.ie

[@barrymc123](#)

A solid orange horizontal bar spans the width of the slide at the bottom.