







PITCH PERFECT







Georgina Cocker



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- **Sales coach** (5 years)



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- **Entrepreneur** (4 years)



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- **Sales coach** (5 years)
- **Entrepreneur** (4 years)
- **Public Speaker** (when tolerated)





2016's Georgina:

“it’s all about WHAT you say”



2024's Georgina:

“it’s more about WHY and HOW you say it”

Peter Coughter (The Art Of The Pitch)

When we are selling our ideas, the audience must first buy us.

A good pitch?

A good pitch?

Informative, concise, organised,
has a clear objective

A great pitch?

A great pitch?

Authentic, engaging, memorable and persuasive

So, let's get started on building your own ✨perfect pitch✨

1 *Prepare it*

2 *Build it*

3 *Pitch it*

1 *Prepare it*

2 *Build it*

3 *Pitch it*



Lay the groundwork—define your idea, hook your audience, and set your pitch apart

1 ***Prepare it***

Lay the **groundwork**
— define your idea, hook your audience, and set your pitch apart

2 ***Build it***

Construct your **narrative**
— craft a story that's as compelling as it is clear

3 ***Pitch it***

1 **Prepare it**

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Deliver with confidence
— engage, influence, and inspire action from your audience.

1

Identify the idea



1

Identify the idea



- Start with a **clear idea** that offers a solution or improvement.
- "What **specific problem** in the circular economy does my idea address?"
- **Keep it simple!**

2

Craft the hook!



2

Craft the hook!



- **Startling statistic:** "Did you know that only 9% of the world’s plastics are recycled?"
- **Provocative question:** "What if you could triple the lifespan of consumer products with one simple change?"
- **Compelling story:** Briefly outline a story of a real problem solved by your innovative idea!

3



Be different

3



Be different

- **Unique selling points:** What makes your idea stand out?
- **Innovative aspects:** How does your idea push the boundaries?
- **Know your audience:** What will excite them most?

4

Key aspects

4

Key aspects

- **Benefits:** What are the main advantages of your idea?
- **Target Market:** Who will benefit most from your solution?
- **Implementation Strategy:** How will your idea be brought to life?

5

The story behind the idea

5

The story behind the idea

- What **inspired** you to develop this idea?
- Share **a personal experience** or **observation** that sparked your innovation.
- People will ALWAYS resonate with stories. It’s how we process information best. It’s how we remember things the most.

2 *Build it*



Construct your **narrative**
– craft a story that's as compelling
as it is clear

What is a pitch made of?

1 Introduction

Who are you, and what are you presenting?

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2 Need or problem

What issue are you addressing?

1 ***Introduction*** Who are you, and what are you presenting?

2 ***Need or problem*** What issue are you addressing?

3 ***Solution*** Your idea or product as the solution.

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3 ***Solution*** Your idea or product as the solution.

4 ***Benefits*** Who benefits and how?

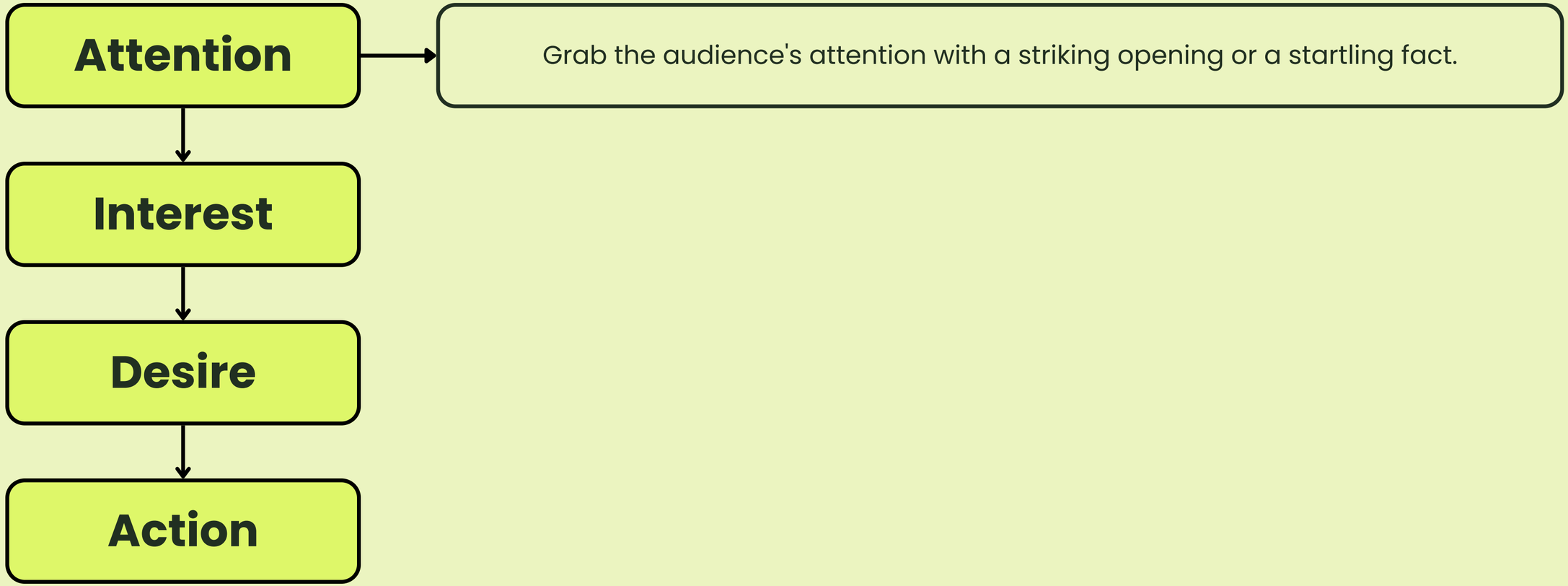
1	***Introduction***	Who are you, and what are you presenting?
2	***Need or problem***	What issue are you addressing?
3	***Solution***	Your idea or product as the solution.
4	***Benefits***	Who benefits and how?
5	***Call-to-action***	What do you want from your audience?

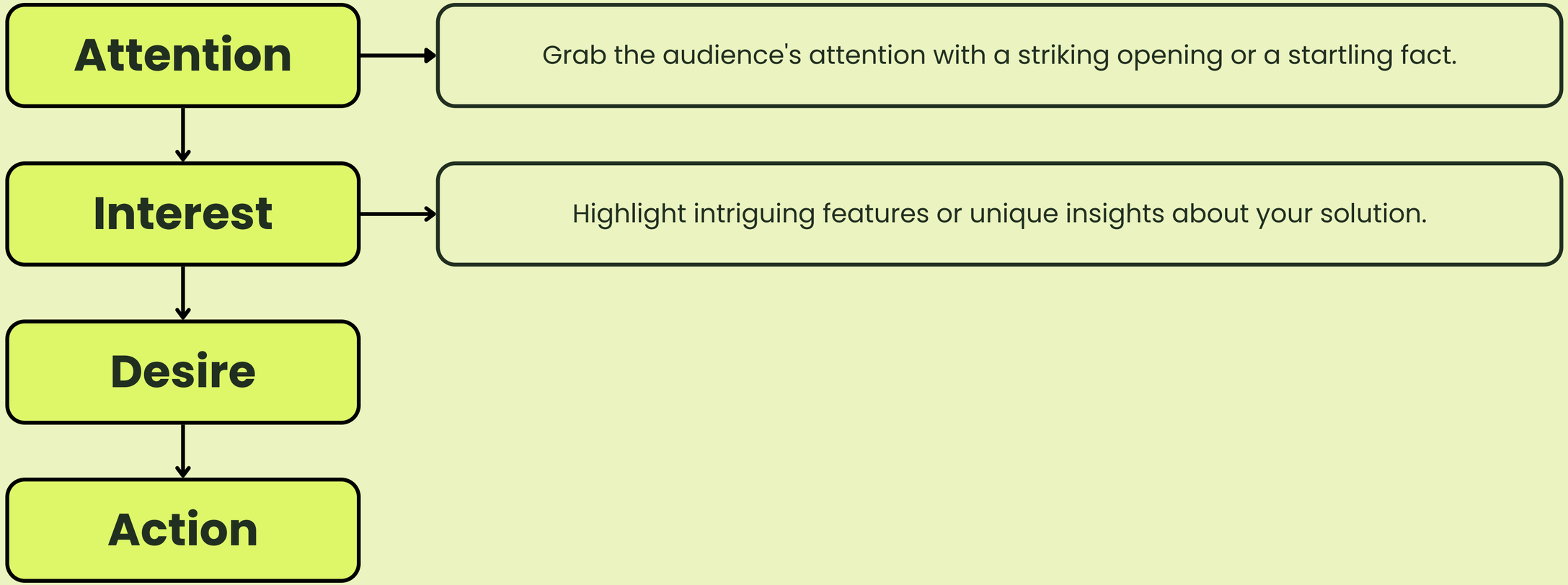
Does your pitch have to follow this structure?

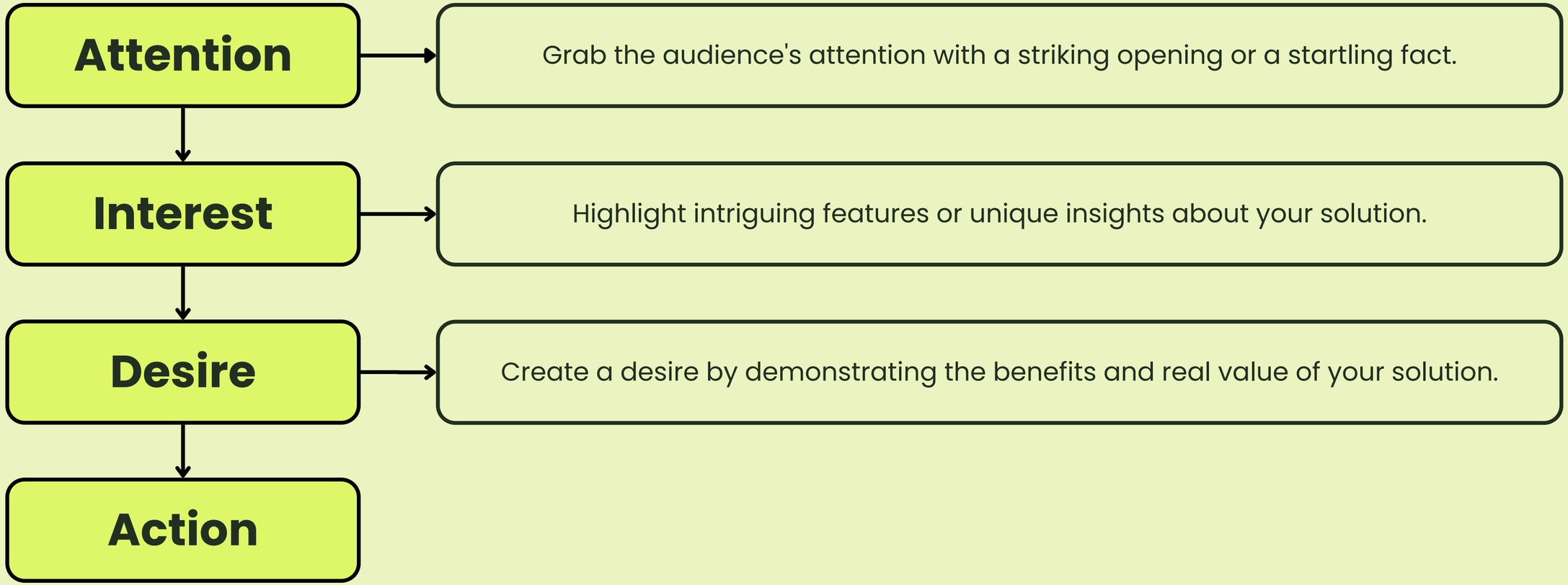
NOPE.

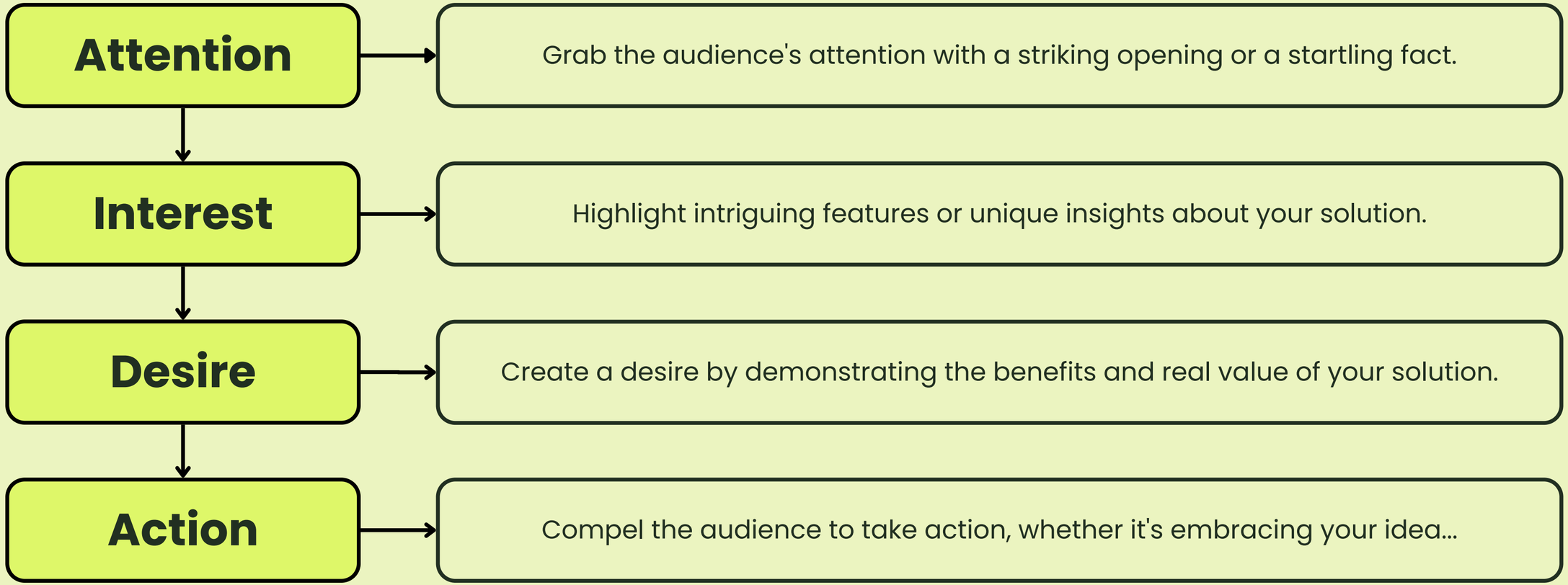
Get creative!

Some stuff to help you out:


Attention
Grab the audience's attention with a striking opening or a startling fact.
Interest
Desire
Action


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Grab the audience's attention with a striking opening or a startling fact.
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Highlight intriguing features or unique insights about your solution.
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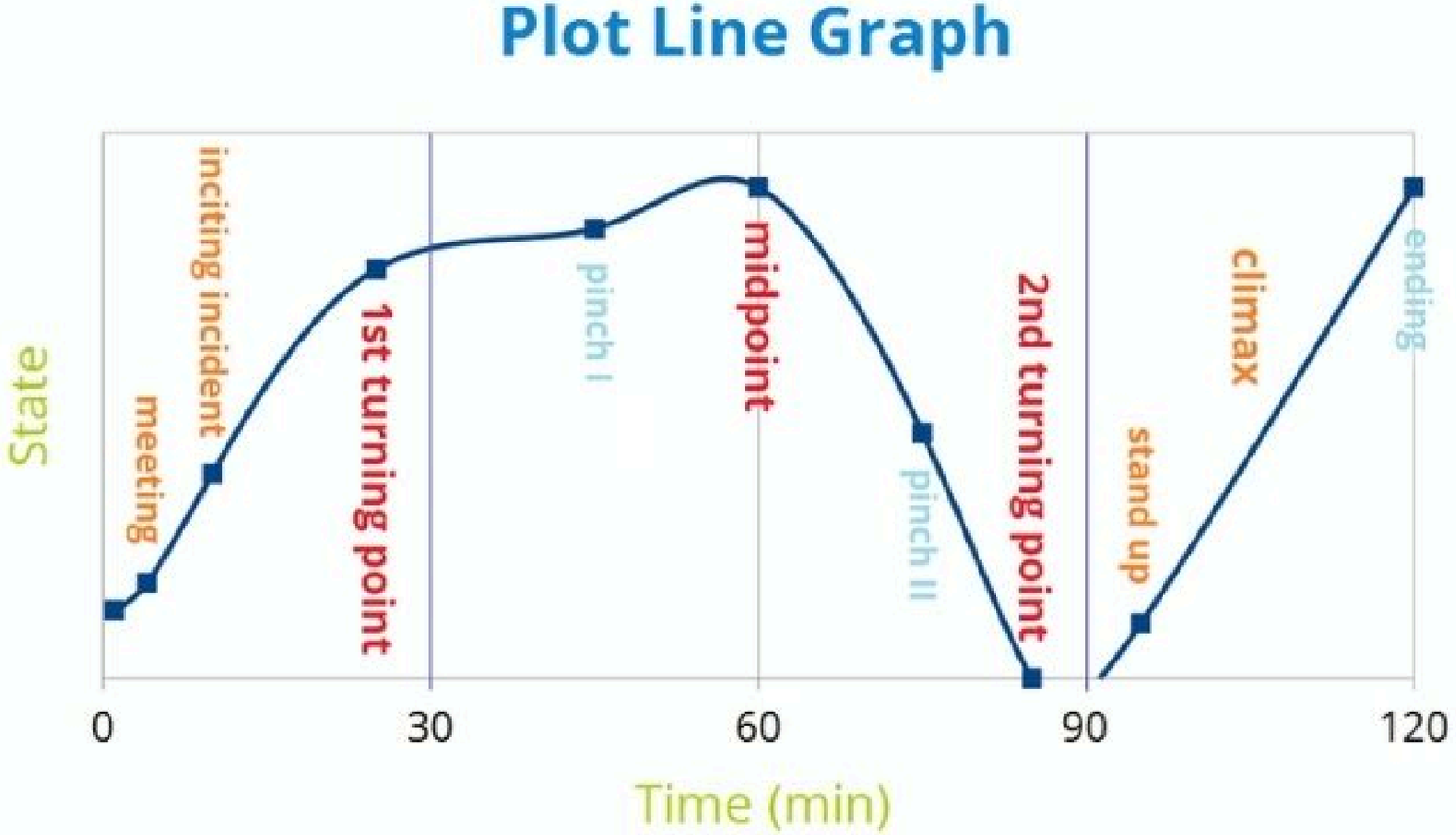

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Highlight intriguing features or unique insights about your solution.
Desire
Create a desire by demonstrating the benefits and real value of your solution.
Action


Attention
Grab the audience's attention with a striking opening or a startling fact.
Interest
Highlight intriguing features or unique insights about your solution.
Desire
Create a desire by demonstrating the benefits and real value of your solution.
Action
Compel the audience to take action, whether it's embracing your idea...

Storytelling techniques

- Set Up, Confrontation, Resolution
- Make a little “emotional” dip: present the world with and without your solution.
- Use real-life examples or hypothetical scenarios that illustrate the problem and solution.
- Create a protagonist in your story—either the audience, a customer, or the product itself.

The Three Act Story Structure



Some stuff that won't help you out:

Numbo-jumbo

- Overloading your audience with technical jargon or percentages.
- 1 statistical fact? Nice!
- 2 numbers MAX.
- Don’t lose yourself in the details.



Use clear terms and only include essential technical details to keep your audience engaged.

Overselling the idea

- 2 to 3 amazing benefits/USP’s.
- Allow the the idea to speak for itself.
- Inject humor to lighten the tone.



“Make a choice about what’s important and let everything else go.”

No Call to Action

- Every pitch should lead to an action.
- Don’t leave your audience uncertain about the next steps.



Give them a reason to come and talk to you after your pitch!

Not talking about ‘the problem’

- 20% problem - 80% solution
- Never skip the issue you’re tyring to solve!

Over-whelming your audience

- Animations & transitions
- Charts & graphs
- Text effects
- 4 x 4

3 *Pitch it*



Deliver with confidence
— engage, influence, and inspire
action from your audience.

You scared yet?

*“The audience will not remember the vast majority of **what** you say…”*

“But they will remember ***what they thought*** *about what you said. And* ***what they felt*** *about what you said.”*

Confidence comes from preparation...

- Know your material inside and out.
- Practice your pitch multiple times in different settings.

And believing in the value of your idea and its impact.

Still scared?


QUICK
Amy Cuddy - More confidence in 2 minutes (Condensed...
Share
Watch on YouTube

(Images courtesy of Amy Cuddy, Harvard University)



We’re all just human

SYSTEM 1

Instinctive & Intuitive

fast
automatic
associative

VS



SYSTEM 2

Logical & Rational

slow
insecure
aware

When do we use each system?

What system do we use most often?

SYSTEM 1

Instinctive & Intuitive

95%

VS



SYSTEM 2

Logical & Rational

5%

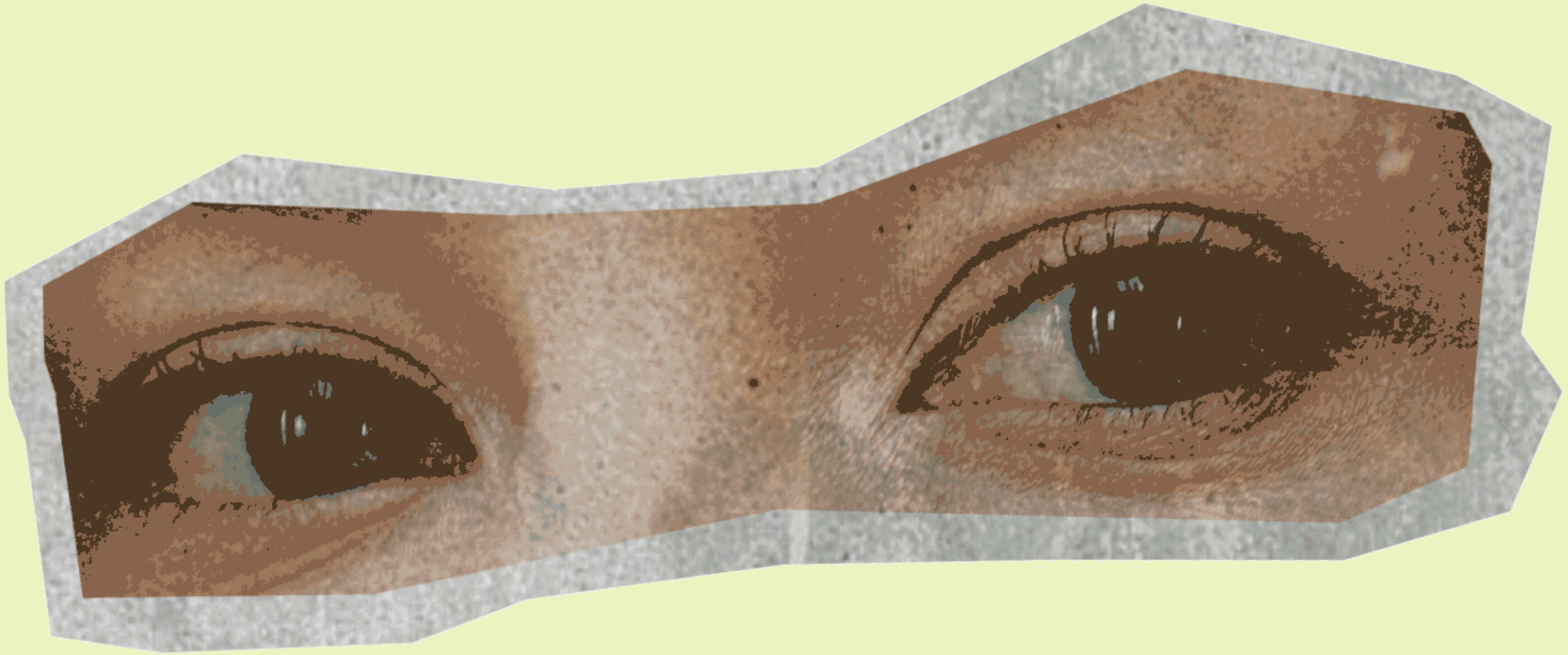
First,
we make decisions on
what feels right

Then,
we rationalise them with
the right information

The last tips before you start!

Whānau Branding

Pitch Perfect



Vlaanderen Circulair

Whānau Branding

Pitch Perfect



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