

SMME Clinic Masterclass

How To Create & Deliver a Great Sales **Pitch**

Paul Hartnady
Profit Lab

Sponsored by



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



PROFITLAB



SMME CLINIC
Practical Business Remedies

How to Create & Deliver a Great Sales Pitch

A **Pitch** is the hinge on which the door opens to prompt **DECISIONS** which are made with an unconscious commitment



CONTENT

1. CREATION

- Disruptive Seduction
- Types of Sales Pitch
- Stage, Script & Story
- Structure: Problem to Solution
- The ONE BIG thing

2. DELIVERY

- First Impression
- Confidence
- Psychology
- Language
- Conclusion

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



CREATION DISRUPTIVE SEDUCTION

EVERYTHING YOU DO IS A MATTER OF
PRESENTATION AND PERSUASION!!

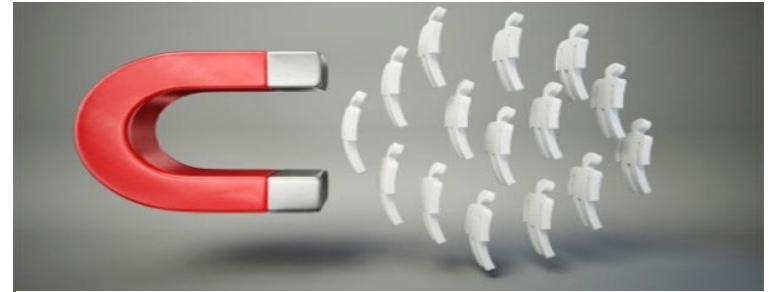
UNDERSTAND THEIR **PRIMAL FEELINGS**

1. The desire that leads to an **intention** (predation, pursuit or ownership) cannot be measured logically
Don't feed them Numbers!!
2. 'Spin a web' of sensual subtlety to engage **feelings**
Feed them Stories!!

EMOTIONS are more persuasive than **FACTS**
And **VISION** is more influential than **MISSION**

YOU CANNOT BORE SOMEONE INTO SAYING "YES"

At APPLE COMPUTERS product development must
engage the senses before it can gratify the intellect



SEDUCTION IS ALWAYS A
CHALLENGE TO AN EXISTING ORDER

..... THE FASCINATION OF SEDUCTION
REQUIRES **CONSENT**

**SO IF YOU HAVE THEM LISTENING
THEN THEY WANT TO BE SEDUCED!!**

AND MODESTY WITH **INDIFFERENCE**
IS A POWERFUL STIMULUS TO
SEDUCTION

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



SMME CLINIC
Practical Business Remedies

CREATION – TYPES of SALES PITCH

KNOW WHICH SALES PROCESS IS ENGAGED WITH WHICH PROSPECTS

ELEVATOR PITCH – 10 secs **introduction**

APPOINTMENT PITCH – get a **meeting**

MEETING PITCH 1-2-1 – get a **commitment**

PRESENTATION PITCH – get a **RFP or SALE**



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development

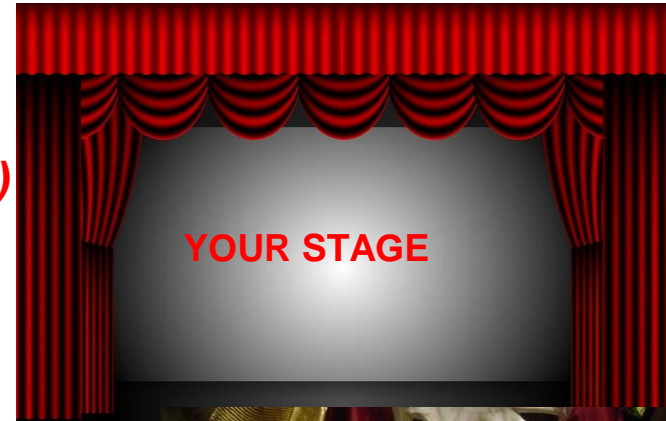


CREATION – STAGE, SCRIPT & STORY

IN THE *THEATRE OF THE HEART (Your STAGE)*
THEIR DECISIONS WILL BE BASED ON
EMOTIONAL FACTORS LIKE:
TRUST, HOPE, CONFIDENCE, EXCITEMENT
ASPIRATIONS, DESIRE, VISION, LOVE

ASK THE LEADING QUESTIONS

ACTORS ARE NOT REMEMBERED FOR ROLES IN BAD PLAYS
THE SCRIPT ALWAYS ATTRACTS THE BEST ACTORS
SHAPE YOUR PITCH WITH *STORIES*



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



CREATION PROBLEM to SOLUTION

THE **PROBLEM**

FOCUS ON THE PROBLEM (NOT THE DATA!!!)
ASK then DEFINE, DISCUSS, DELIBERATE

ASSUME A DOCTOR'S ROLE & DISCUSS THE
ILLNESS'S (PROBLEM) SYMPTOMS FOR
DIAGNOSIS

ELABORATE & DRAMATISE – *RESEARCH +
STATISTICS + ANECDOTES*

MAKE THEM *FEEL MISREABLE* ABOUT THE
PROBLEM – THE BIGGER THE PROBLEM THE
MORE VALUABLE THE SOLUTION

THE **SOLUTION**

HAVE A PRAGMATIC SOLUTION BUT UNDRRESS
IT SLOWLY (*STRIPTease IT*)

IT'S ABOUT COMMITMENT (NOT ORIGINALITY)
AND THE PASSION OF DELIVERY
THE **PITCHER** IS ON TRIAL NOT THE
PRESENTATION – THEY MUST TRUST YOU B4
THE SOLUTION

REASSURE THINGS WILL NOT GO WRONG
(RATHER THAN PROMISE THINGS WILL GO RIGHT)
AND HAVE ONE **POWERFUL CENTRAL IDEA**

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



SMME CLINIC
Practical Business Remedies

CREATION – THE ONE BIG THING

*A PITCH MUST HAVE A **POWERFUL IDEA** AT ITS CORE*

*THE CENTRAL IDEA MUST BE CRYSTAL CLEAR, SIMPLE,
CRISP & **MEMORABLE***

*THEY CAN FORGET EVERYTHING ELSE BUT MUST
REMEMBER THE **ONE BIG POWERFUL CENTRAL CORE IDEA.***

*NOTHING CAN BE MORE COMPELLING AND CONVINCING
THAN A **PITCH** THAT HAS **ONE BIG SOLUTION** AT ITS
HEART.*

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development

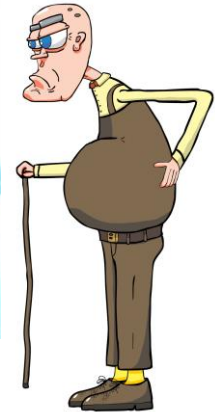
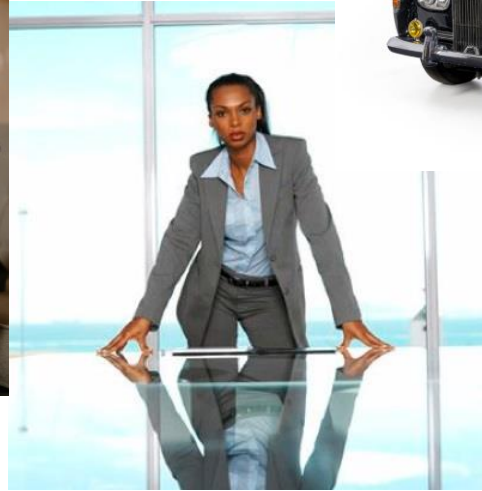


SMME CLINIC
Practical Business Remedies

DELIVERY – FIRST IMPRESSION for **IMPACT**

SPONTANEOUS ASSESSMENT OF:

STATUS
CLOTHES
GROOMING
SEX
AGE
SIZE
BODY LANGUAGE
SPEECH



IT'S AN ACT – SO MAKE EVERY ENCOUNTER A **WORK OF ART**

Sponsored by



Brought to you by



Smart**Procurement**World



Clinic with Purpose
Putting you in control of your development



SMME CLINIC
Practical Business Remedies

DELIVERY – FIRST IMPRESSION DRESS

- RESPECT
- CARE
- CULTURE



*The more sophisticated the audience, the less the
appeal of decoration
The less sophisticated the audience, the more the
appeal of decoration*

Eric Hobsbawm

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



DELIVERY – FIRST IMPRESSION

- **SMILES & EYES**
- **HANDS**
- **FEET & MOBILITY**
- **PRESENTING**



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



SMME CLINIC
Practical Business Remedies

DELIVERY CONFIDENCE



ATTRIBUTES to CULTIVATE

COMPLETE **SELF ACCEPTANCE**

Which means you are not scared of being wrong

NEVER:

EXPLAIN - COMPLAIN – BLAME - APOLOGISE or MAKE EXCUSES

BE THE **FIRST, BEST or DIFFERENT**

TRUST YOURSELF – you know more than you think you do!

TAKE RISKS & MAKE YOURSELF **DO WHAT YOU FEAR**

LAUGHTER MAKES IT FUN

SPECIALISE (10000 Hours) – become an expert in anything!!

BE AN **EQUAL** & NEVER A SUPPLICANT (Don't try too hard)

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



SMME CLINIC
Practical Business Remedies

DELIVERY – THE PSYCHOLOGY OF A PITCH

They have something you want and you have something they want



OBJECTIVE
TO TRANSFER THE POWER FROM THE AUDIENCE TO
THE **PITCHER**

- PROCESS
1. REDUCE THEIR **FEAR** OF GIVING AWAY POWER
 2. MAKE IT **SAFE** TO SAY 'YES'
 3. OFFER THEM SOMETHING **ENTICING** THAT
MAKES THEM WANT TO SAY YES

BALANCE REASSURANCE WITH EXCITEMENT

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



DELIVERY - LANGUAGE PHRASES – CODING – BRAIN CHEMISTRY

WHEN LISTING BENEFITS:
“..... Which means that.....”

ASK QUESTIONS THAT HAVE
“YES” Answers

SEROTONIN & DOPAMINE
Assure EASY Solutions
Create WELCOME Expectations



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



DELIVERY - CONCLUSION

REVIEW = SAY IT AGAIN

AVOID HANDOUTS

GET COMMITMENT

PREPARE A SHORT EVALUATION QUESTIONNAIRE & INCLUDE REQUEST FOR FOLLOW-UP CONTACT DETAILS & *NEXT STEPS*



AND REMEMBER:
FIRST IMPRESSIONS CREATE IMPACT....
YET
FINAL IMPRESSIONS ARE LASTING!!

THEY REMEMBER YOU FOR HOW YOU TAKE YOUR
LEAVE!!

LAUGH & MAKE IT FUN & MEMORABLE!!

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



SMME CLINIC
Practical Business Remedies

REVIEW: *SAYING IT AGAIN!!*

1. **SEDUCTION:** *Sensual Subtle and Emotional*
2. **TYPES:** *Elevator – Approach – 1-2-1 – Presentation*
3. **SCRIPT:** *Write a Story*
4. **PROBLEM:** *Dramatise to emphasise*
5. **SOLUTION:** *The One Big Thing*
6. **FIRST IMPRESSION:** *Dress, Smiles, Eyes, Hands, Feet, Movement*
7. **CONFIDENCE:** *Specialisation & Self-Acceptance*
8. **PSYCHOLOGY:** *Power Transfer*
9. **LANGUAGE:** *Serotonin & Dopamine*
10. **CONCLUSION:** *Say it again – make it fun, happy, memorable!*

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



SMME CLINIC
Practical Business Remedies

Thank You



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development

