Preparing a pitch
Pitch = the short intense delivery of your gift
Pitch

• Often you have a short opportunity to tell your story and get the interest of another
• Typically duration 30 seconds to 2 minutes –somtimes more
• So it is good you have your pitch ready
Three steps in pitch

• Statement on problem and opportunity
  • Short description of issue at hand
  • Magnitude
  • Uniqueness

• Value proposition
  • What should be done
  • What either of you can do

• Suggestion for follow up

• Avoid “don’t call us – we call you”
Pitch

• The first impression can make a difference
• Talk casual – not overdo
• Talk clear – only main points within 30-120 seconds
• Talk confident – it is a ‘must have’ for the other – get the imagination
• Show your commitment
Get into the elevator?

• Find opportunities to have your pitch
• Do not only depend on ‘elevators’
• But go to meeting places
  • Know who to meet
  • Know who may help in introducing you
  • Make contact
  • Do your pitch
  • Come prepared (card/ flyer/ invitation)
  • Be well-dressed
Introducing new activities

Think of the ‘KNOWHOE’ Principles

• Knowing
• Wanting
• Having
• Operating effectively – it will start to roll