

# 30-Second Pitch

## Coaching Questions

### “When shouldn’t you be using your pitch?”

#### Topic Introduction

Selling works best when you are comfortable and confident. Like dogs, customers can smell fear. Your pitch needs to be rehearsed and ready to go.

#### Discussion Questions

- Does your pitch sound forced? Do you sound like a human or a robot?
- Do you have an amazing relationship with the person? Should you be pitching or telling a story?
- Do you have more time that a pitch isn’t necessary? Do you have time for an anecdote or to build a relationship?
- Do you know enough about the person that you are speaking to? Are you jumping into the pitch when you should be asking questions?

#### Key Learning

Read your audience. If you have the entire night at a banquet sitting beside someone, build the relationship first. If you know the person well, tell a story about a customer success rather than a direct pitch. If you don’t know anything about a person, you shouldn’t be pitching as you can’t customize it to their needs. Make sure that you pace yourself and determine when a pitch makes sense.

### “How many pitches do you need to have?”

#### Topic Introduction

Pitches need to be customized for the individual you are speaking to. If you have different target markets, you will need to be able to customize your pitch on the spot.

#### Discussion Questions

- How many different targets to you have? Each one needs a pitch as each of them care about different things.
- How many stakeholders do you have to communicate with? Each stakeholder cares about different things and therefore needs a slightly different pitch to be compelling.
- How many different compelling reasons would someone want to hear about? Or care about?

#### Key Learning

You need a pitch for each reason why someone would care about work with you or buying from you. Each target market or stakeholder group could be subdivided into multiple things they care about such as price, ease of use, reduced risk, sustainability, convenience, etc. You should be able to adjust to this.

### “How do you tweak your pitch on the fly?”

#### Topic Introduction

Tweaking on the fly is important, but seems daunting at first. How do you start doing this effectively?

#### Discussion Questions

- Do you know all of the reasons why a customer might switch to you?
- Do you know all of the ways that you are different (and better) than the competition?

#### Key Learning

Memorizing a script doesn’t work. In fact, it only makes you sound like sincere. So focusing on talking points and adjusting these to your audience becomes critical and sounds more natural.

## Examples

### Real Life Example: When shouldn't you be using your pitch?

The owner of a sales consulting firm was at the party, where the group of friends were chatting about their careers.

The consulting firm had recently had a great success story with a new client getting 150 interested prospects and 50 quotes within 3 months. Instead of using a pitch with friends, this anecdote was used instead. It was a less direct way of selling, more credible, more interesting, more memorable, and more effective.

They ended up landing a customer with over 40 locations.

### Real Life Example: How do you tweak your pitch on the fly?

Asking questions and then tweaking your pitch makes the message easier to handle for the recipient.

As a sales consultant, we had 20 different clients and at any given time we'd have to represent anyone of them. So we never (ever) would talk first at a networking event. We'd ask questions.

At one networking event we'd talk to someone from a pharmaceutical distributor and we'd have to represent our pharmaceutical manufacturer.

The next person we'd meet, we'd find out that they were an electronic manufacturing company and we'd have to switch hats for our packaging client.

### Mini Case Study

An HVAC company was attending a lot of networking events and telling residential owners about their HVAC business. They were getting some business, but not nearly enough. Their pitch simply wasn't working!

COACH: "So you're not happy with your pitch?"

HAROLD: "It just doesn't seem to be getting me the business I thought I'd get by joining a networking group."

COACH: "What type of business are you getting?"

HAROLD: "Well...quite a few of the individuals at the networking group use me for their homes. Maybe 30% of them already."

COACH: "That's good considering you've only been part of the group for the last 4 months. What were you expecting?"

HAROLD: "I was hoping that I'd have some developers or contractors using my service. Or at least referred to one. Maybe I'm just part of the wrong networking group."

COACH: "Oh! Well what is your pitch to get that?"

HAROLD: "I'm Harold, from Happy Homes HVAC, I help keep your home just the right temperature without any of the headaches. And unlike the competition, I contact you to stay ahead of the weather."

COACH: "Your pitch is really great, for unorganized home owners. No wonder you got 30% of the group. Sounds like you'll get the rest by the fall. But your pitch says nothing about developers or contractors! It is no wonder that you haven't received any referrals in that area! You have to tweak your pitch and let people know about that part of your business."

HAROLD: "So I shouldn't just switch groups?"

COACH: "Not quite yet. Everyone knows an average of 250 people, so there are probably a few contractors and developers within the network. You just need a pitch, so that your group knows how to refer you. If you were standing in front of a contractor, how would you pitch yourself?"

HAROLD: "I'm Harold, from Happy Homes HVAC. I can help you get your homes built faster with our guaranteed delivery dates when you book with us 2 months in advance. And unlike the competition, I offer the first year free service for your home buyer so that it is guaranteed to be hassle free. Making them happier!"

COACH: "Great! Now all you have to do to change that is add in the beginning for your networking group, 'You know me as the residential HVAC, but we also help developers and contractors in their renovations and new builds.' This pitch shows people why they'd want to refer you. Are there any other targets that we should be tweaking for?"