



COVID-19 RECOVERY

In partnership with



MARCOMM

Welcome

Una McSorley
Marcomm Training

COVID-19 Webinar:

Pitching to Win

4 August 2020

Pitching to Win



Agenda

COVID-19
RECOVERY

Start

Preparation
Process

Finish

Delivering
your pitch
with impact

Creating your
pitch message

Preparation

**Proper
Preparation
Prevents
Presentation
Predicaments**

Preparation: Five Steps

COVID-19
RECOVERY



Understand your objective 1



Understand your audience 2



Think about how and where 3



Timing of your pitch 4



Visual aids 5

“Begin with the end in mind.”
Stephen Covey



Preparation: Five Steps

COVID-19
RECOVERY



Understand your objective

1



Understand your audience

2



Think about how and where

3



Timing of your pitch

4



Visual aids

5

Who is your audience and what do they care about?





**Who you
are?**

**What do
you do?**

**What is the
problem?**

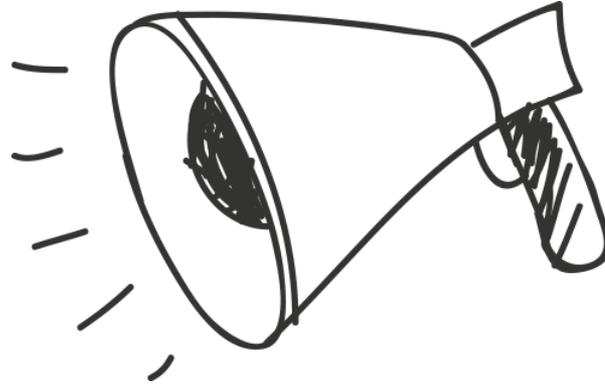
**What is
your
solution?**

**What are the
key benefits?**

**What do
you want?**

Managing your Pitch Message

Know **who** you are
talking to **why** and
for **what** desired
outcome



Preparation: Five Steps

COVID-19
RECOVERY



Understand your objective

1



Understand your audience

2



Think about how and where

3



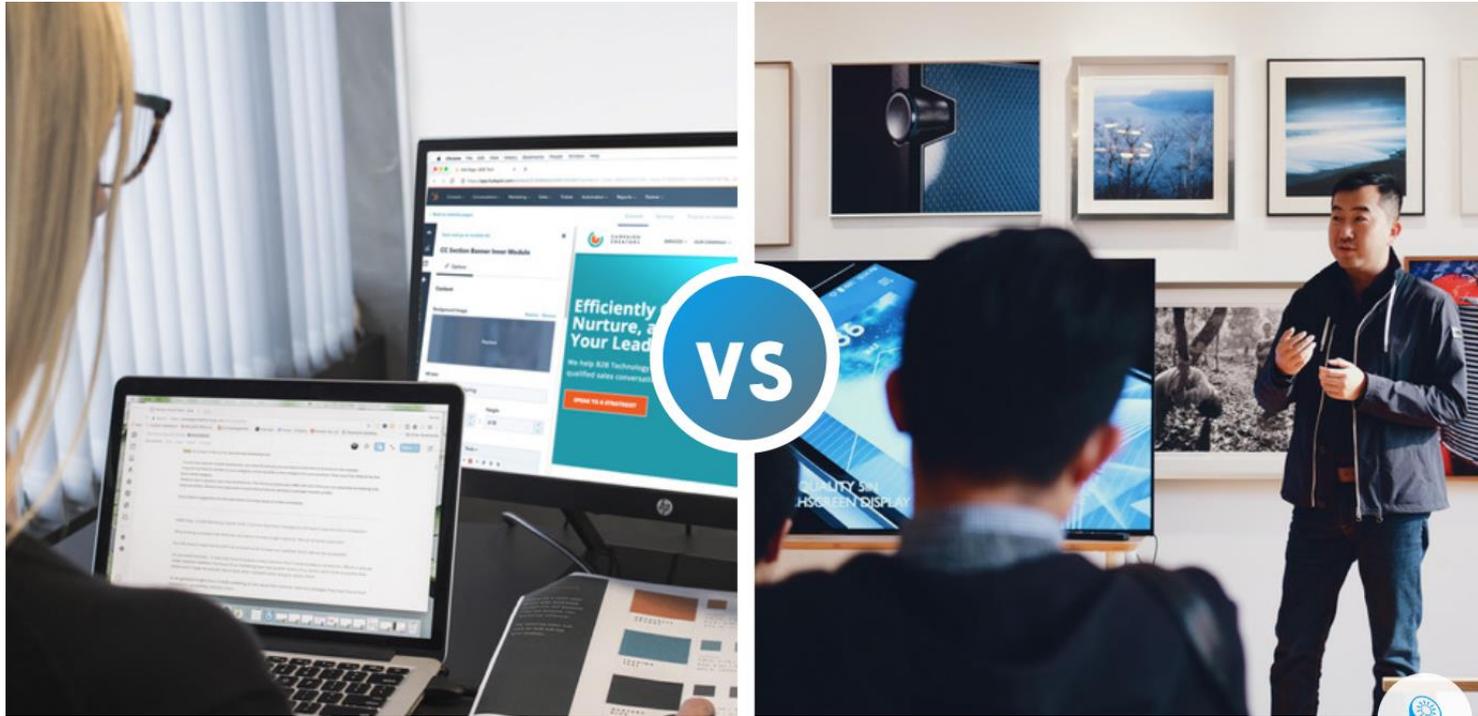
Timing of your pitch

4



Visual aids

5



On-line Pitch

- What platform?
- Wi-fi strength
- Small talk still matters
- Background noise
- Interruptions



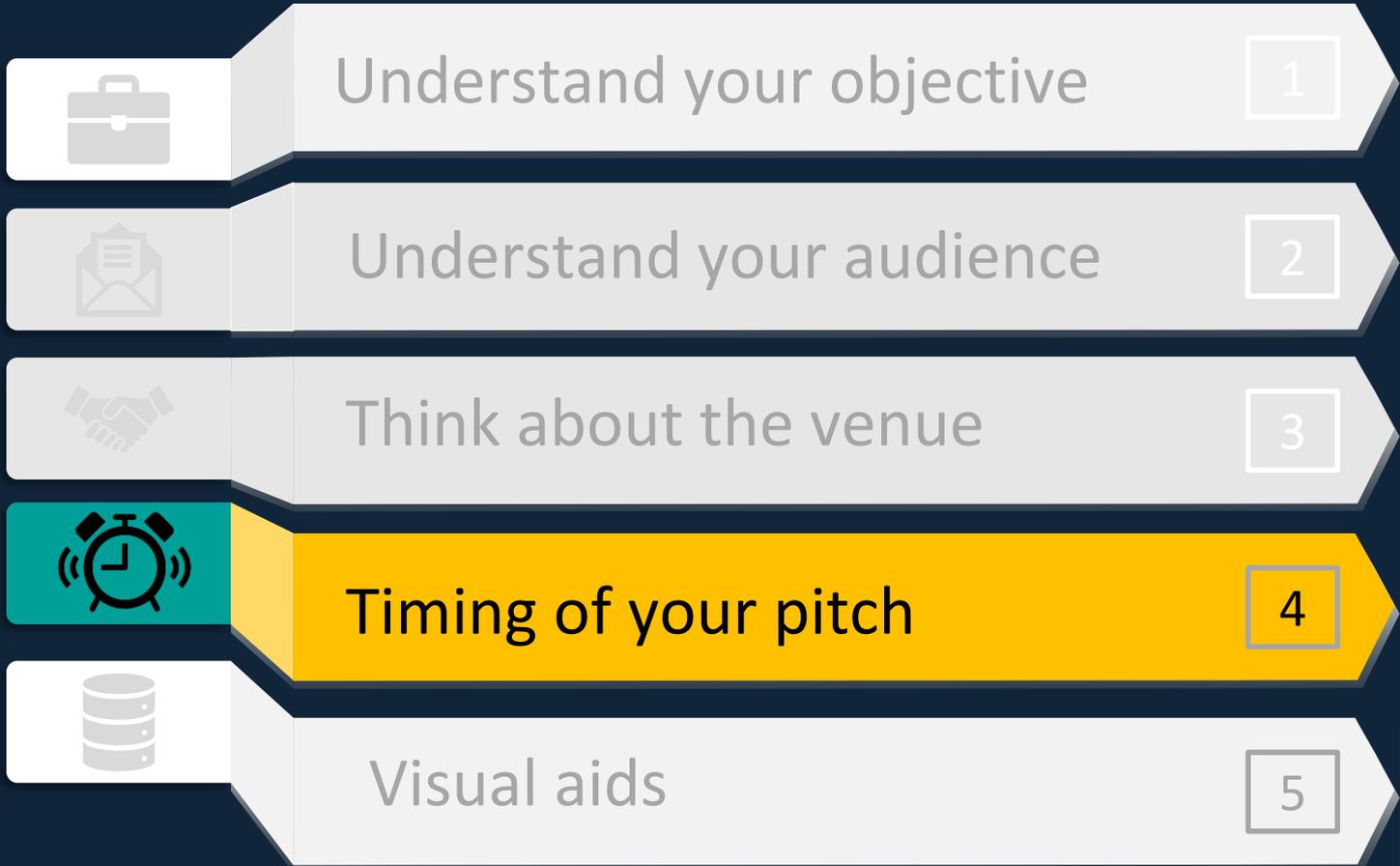






Preparation: Five Steps

COVID-19
RECOVERY







**150 words in a
normal
conversation**

**120-130 words per
minute pitching**

7 sentences

Out loud

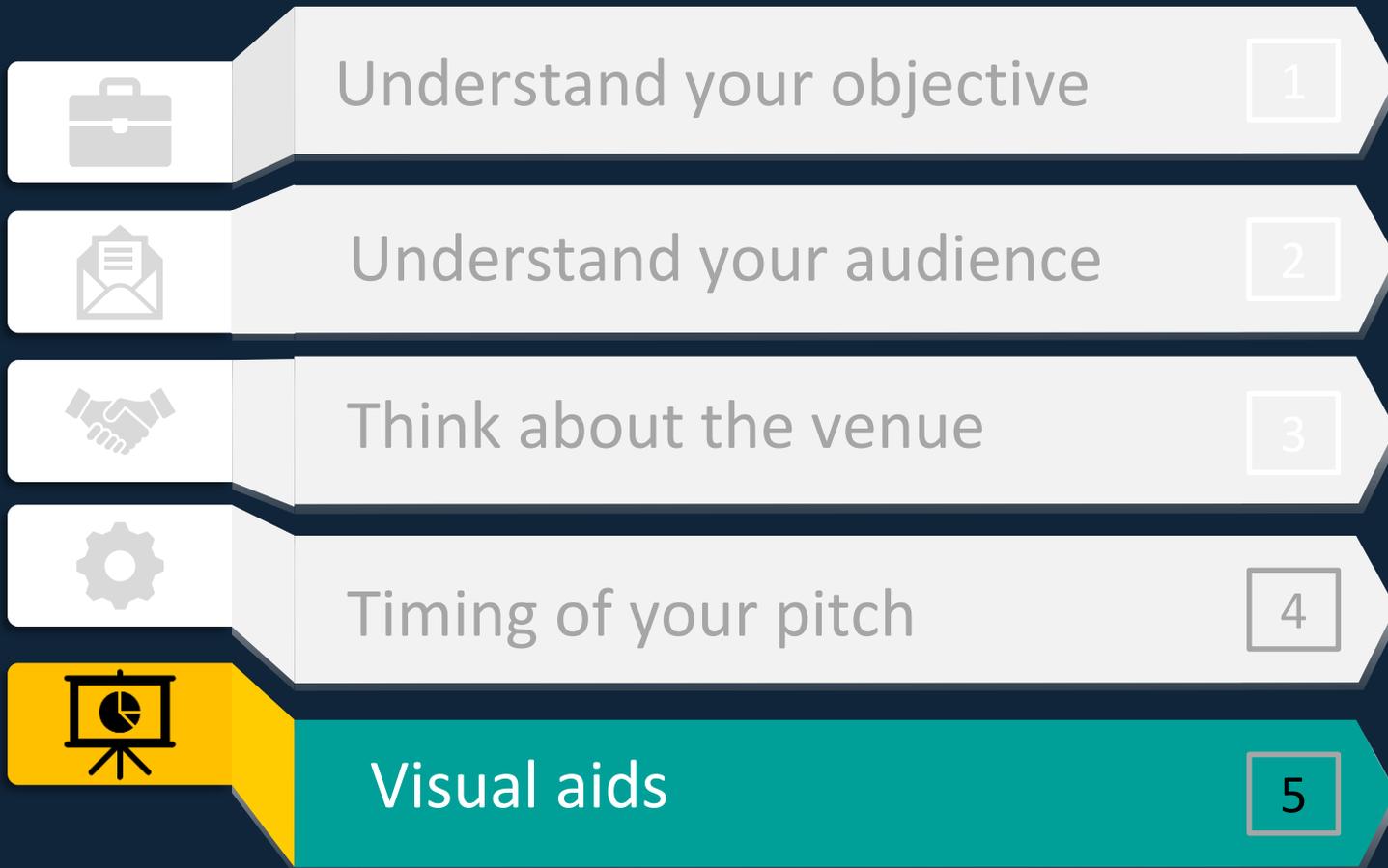
Dry run

Record

Listen back



Preparation: Five Steps

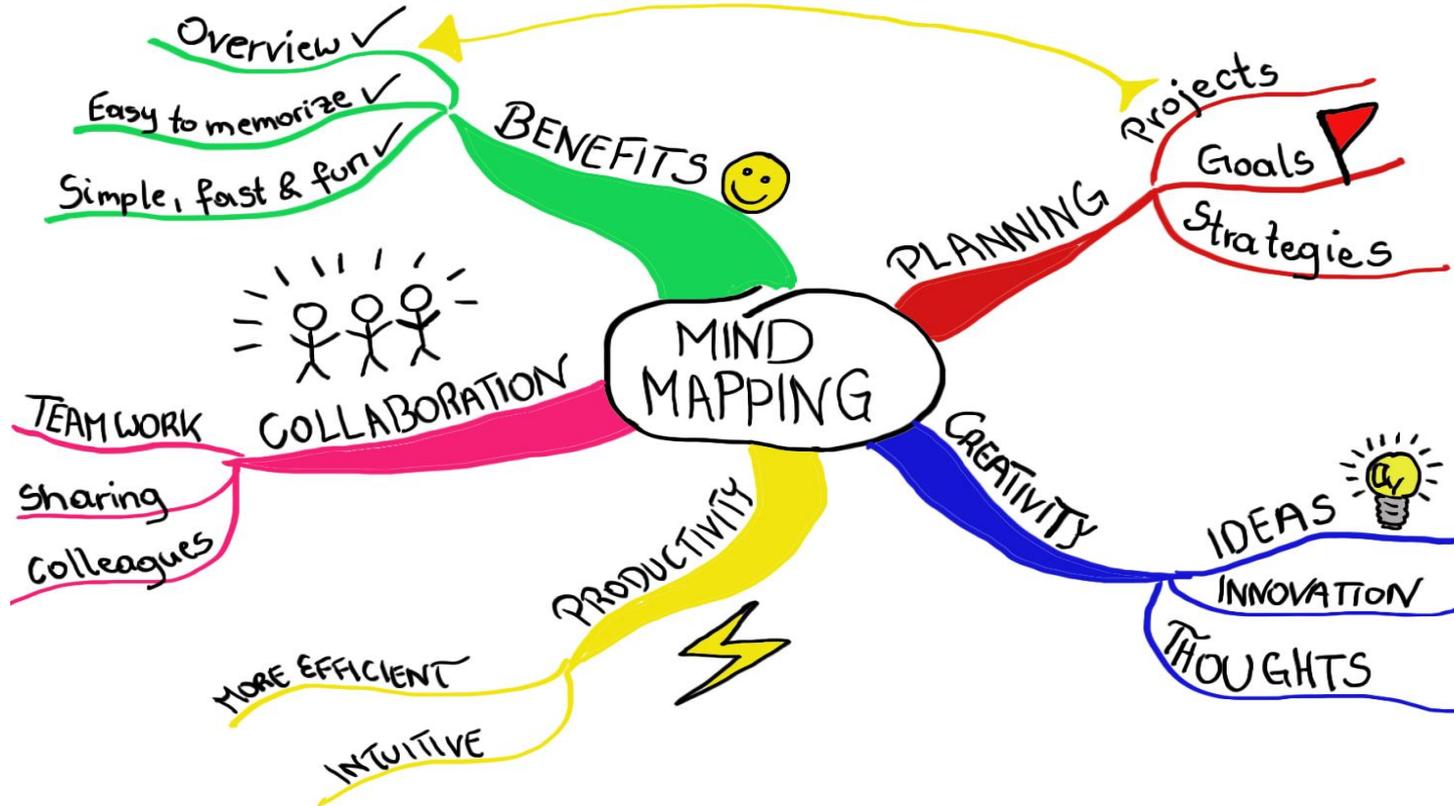




Increase the number of slides



Creating the Pitch Message







Pitching to win

Structure

logistics

Benefits

Visual aids

Put myself in their shoes

On-line pitch

Setting objectives

Questions

Deliver with impact

Body Language

Mind Mapping

Voice and language

Wi-fi

Venue

Ask

Creating my message

About me

Eyes

Hands

Understand audience needs

Timing



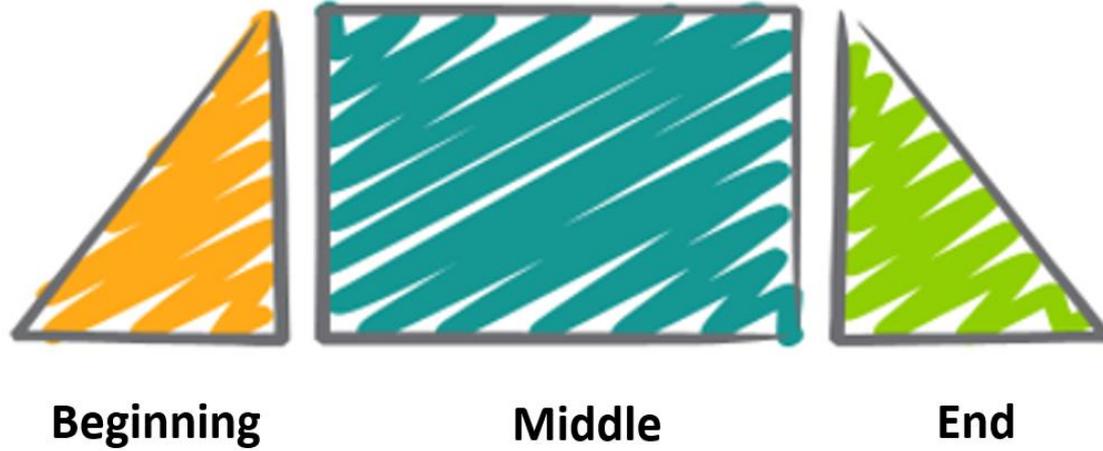
Preparation

Create Message

Impact



Presentation Structure



Introduction



Beginning

1. Catalyst

2. Protocols

3. Topic

4. Key Themes

Introduction



Beginning

1. Catalyst	
2. Protocols	
3. Topic	
4. Key Themes	

Introduction



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Beginning

1. Catalyst	
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Introduction



Beginning

1. Catalyst	How many people here would like to improve their ability to pitch?
2. Protocols	Una Mc Sorley Experience 600 companies
3. Topic	How to pitch to win
4. Key Themes	<ol style="list-style-type: none">1. Preparation2. Creating the message3. Deliver with impact

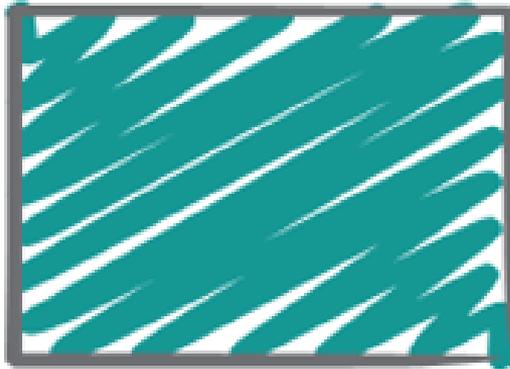
Body



Middle

Theme: 1	Theme: 2	Theme: 3
X	X	X
X	X	X
X	X	X

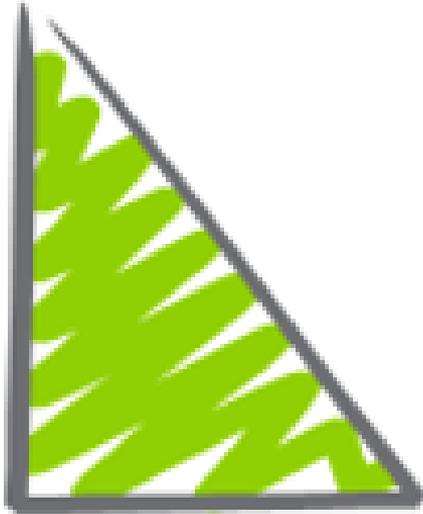
Body



Middle

1. Preparation	2. Message	3. Impact
Objectives	Needs	Visual aids
Audience	Mind Map	Body language
Visual aids	Structure	Voice

Conclusion

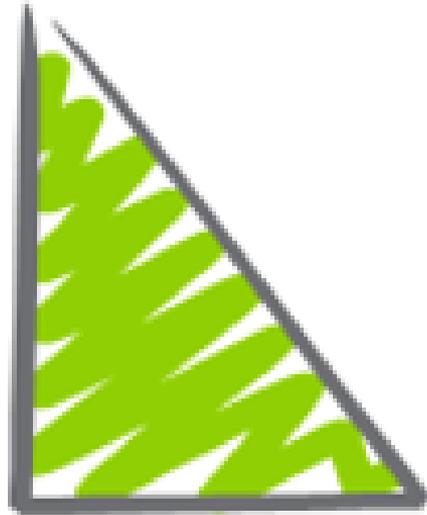


End

Recap

Call to action

Conclusion



End

Recap

1. Preparation
2. Creating the message
3. Deliver with impact

Call to action

Use the process of Mind Mapping combined with structure and deliver with impact

Delivering with impact

Effective use of Visual Aids

FOREWORD

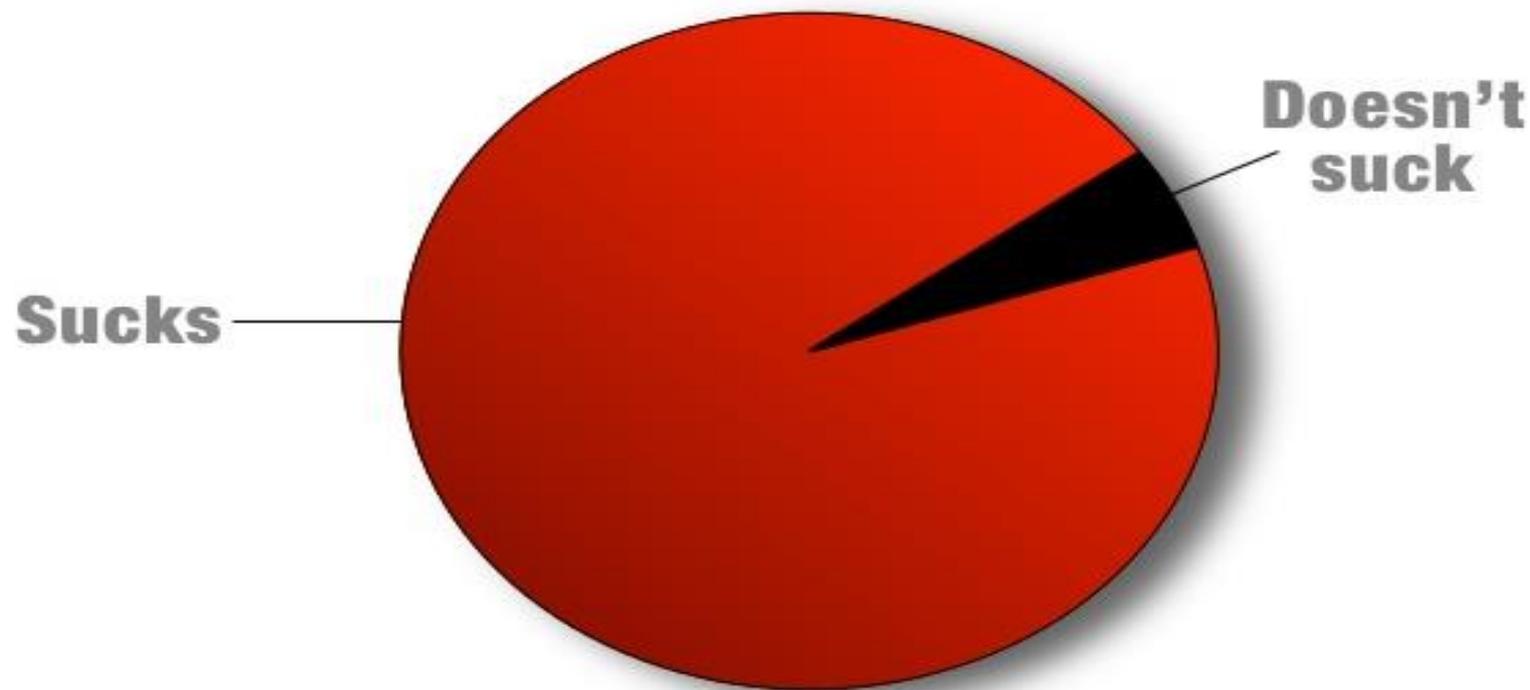
for Presentation Zen



Guy Kawasaki
Managing Director,
Presentation Zen



95% of presentations **SUCK**



example

BILL GATES vis-à-vis STEVE JOBS

Lorem eu consectetur praesent

- * Lorem, eu consectetur,
- * Suscipit veniam aliquam laoreet
- * Dignissim, veniam dolor inure
- * Aliquip ea diam augue quis zzril
- * Facilisis dolore nonummy tation
- * Adipiscing in et velit
- * Blandit blandit eros
- * Nulla luptatum, nulla
- * Dignissim, veniam dolor

Ad accumsan, sed ea, enim
dolore dolor commodo velit.



Ad accumsan



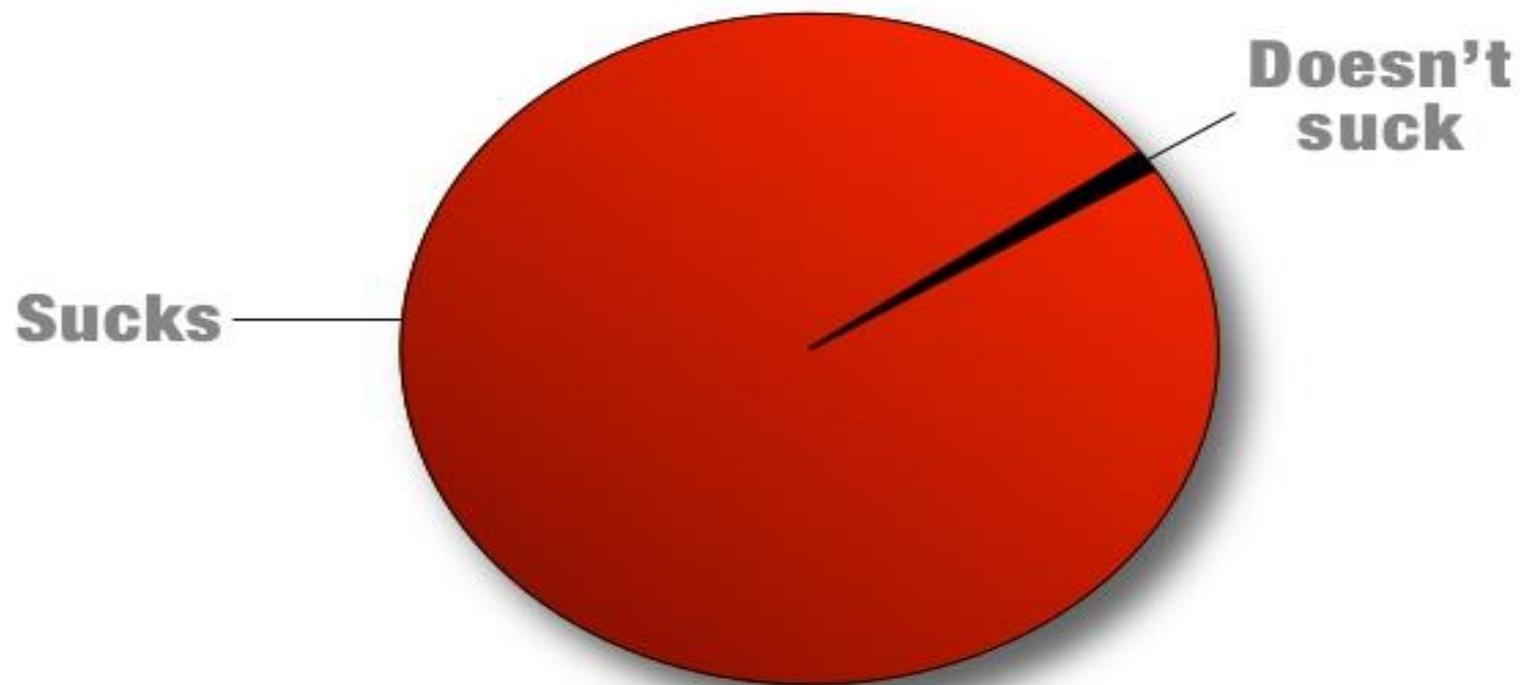
Enim dolore

18 Enim tation

Vulputate dolore ut vel odio

OK, maybe I'm exaggerating...

It's actually 99%



WHY?

What we see:

Long

Boring

Bad slides

Content-free

What we want to see:

Short

Simple

Legible

Engaging

BUT...

**Houston, we
have a problem!**

How to Succeed in Business



The job you want

The job you might get someday

The job you might get someday

Four steps above the job you have

Four steps above the job you have



2nd Qtr

3rd Qtr

East
West
North

You

It's important that you get as much as possible. This creates more opportunities than you do, and more people fall for it.

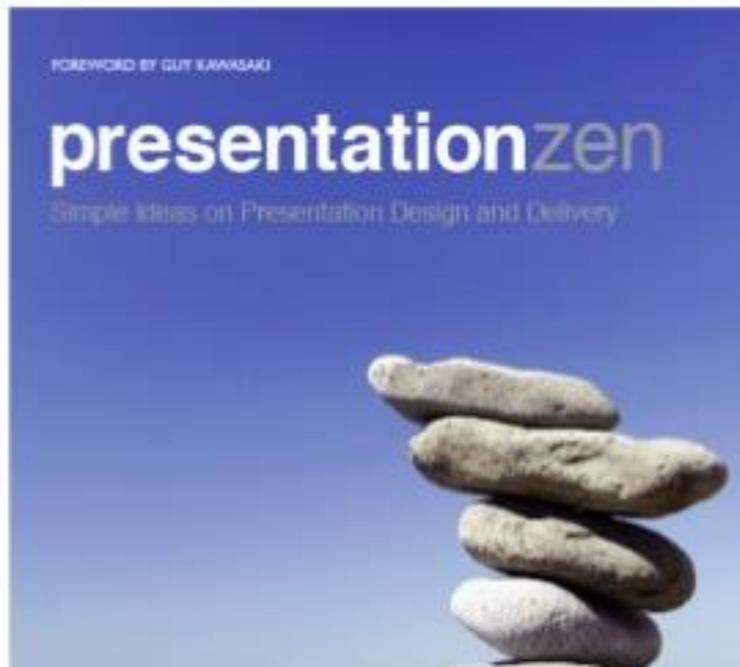
When creating slides, use as many words on a slide as possible. The more words you use, the more people will know you know more people. The degree of success you achieve is proportional to the number of words you use. At the end of the day, the degree of success you achieve is proportional to the number of words you use.

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THIS BOOK IS YOUR SOLUTION



So open your wallet.

And buy it.

Then open your mind.

And read it.

Then open your heart.

And do it.

THANK YOU!

Guy Kawasaki

What we want to see:

Short

Simple

Legible

Engaging



Body Language

- 1** Movement
- 2** Eye contact
- 3** Hands
- 4** Voice and language skills





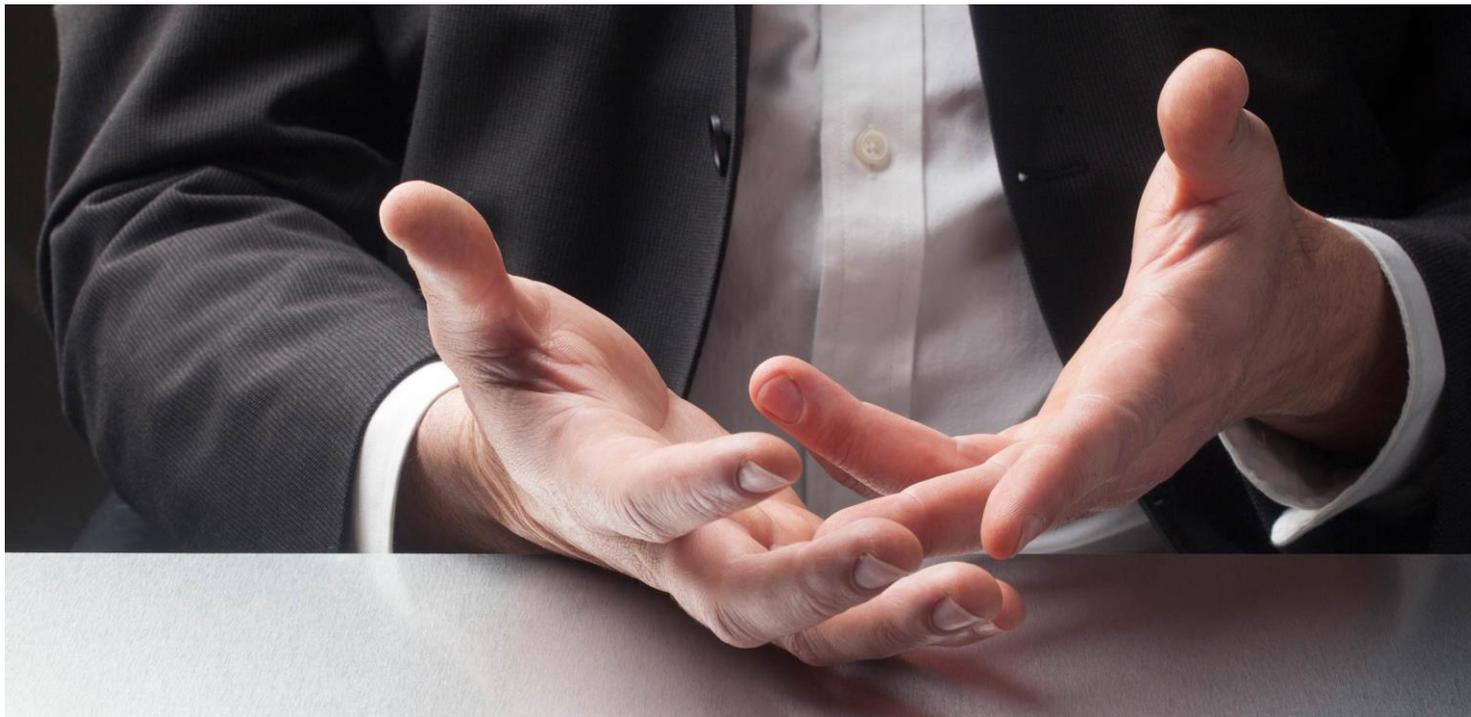








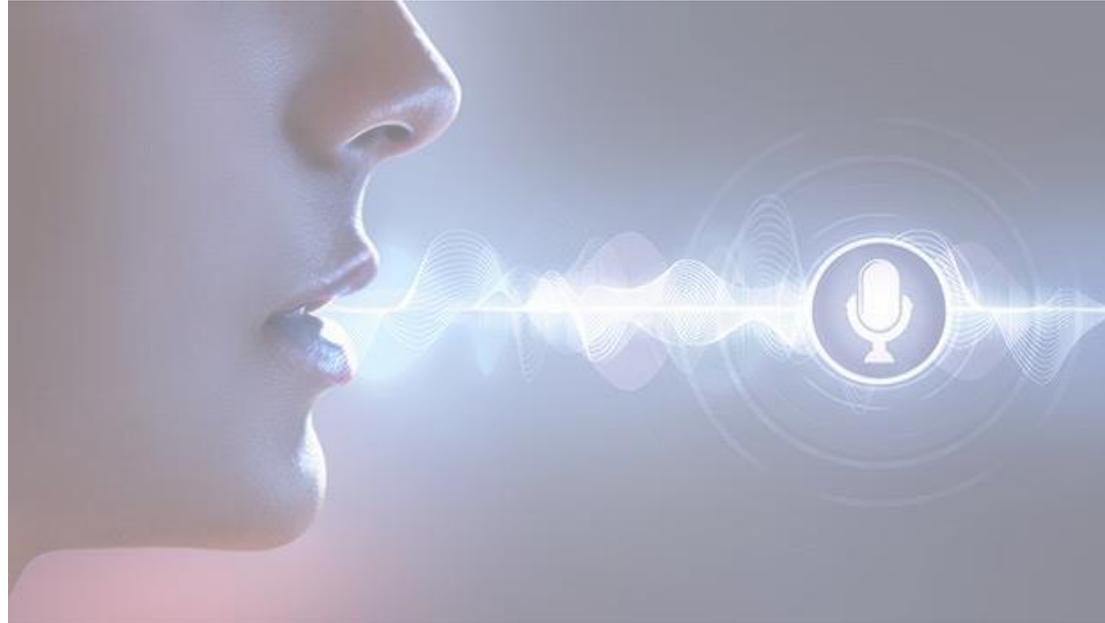








- Simple and clear
- Use short words and short sentences
- Do not use jargon
- Concrete facts rather than abstract ideas
- Tone, pace and volume
- Avoid use of fillers













Questions

Answers

TRACT Method

COVID-19
RECOVERY

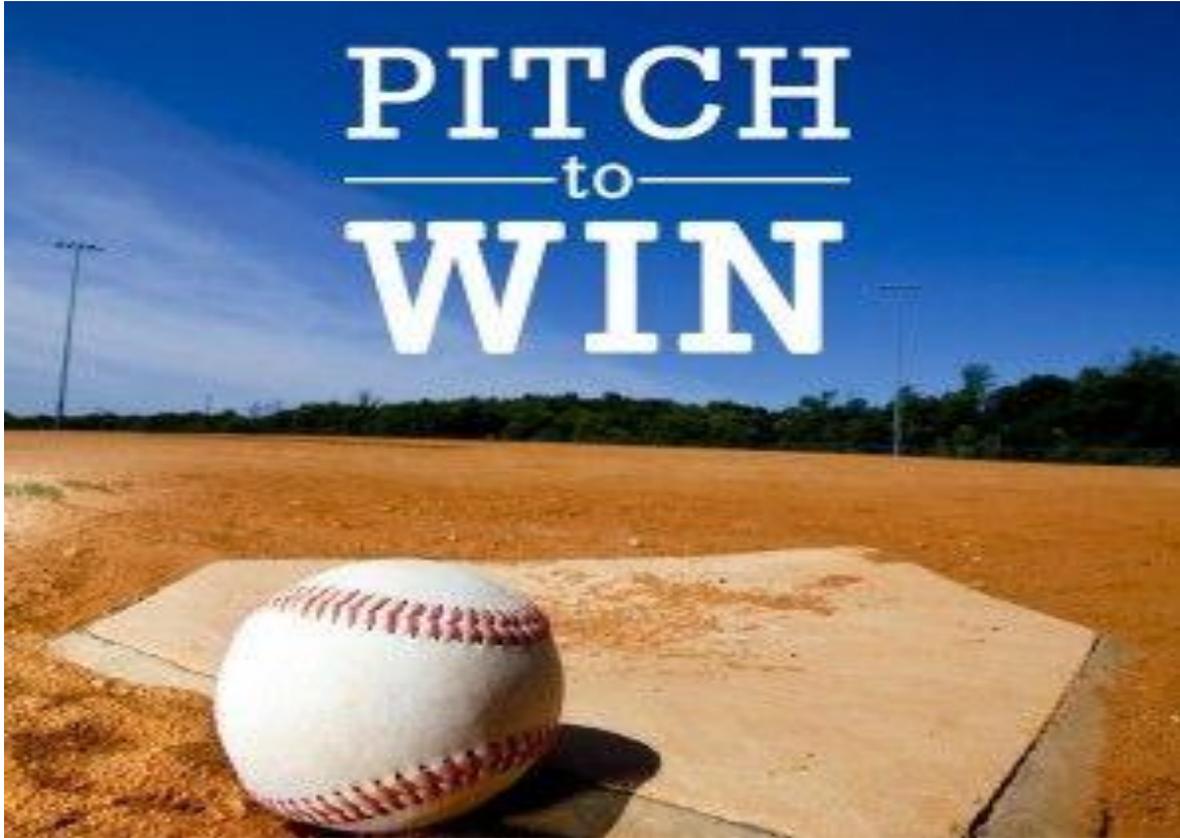
T Thank the person for asking the question

R Repeat or rephrase the question

A Answer the question briefly and clearly

C Confirm they are happy with your response

T Thank the questioner again



Thank you!

=

I've finished you can clap now!

Questions

Useful Links

www.investni.com/newsletter

www.investni.com/events

www.nibusinessinfo.co.uk