

# PITCH IT IN 100 WORDS SEMINAR

V2.0

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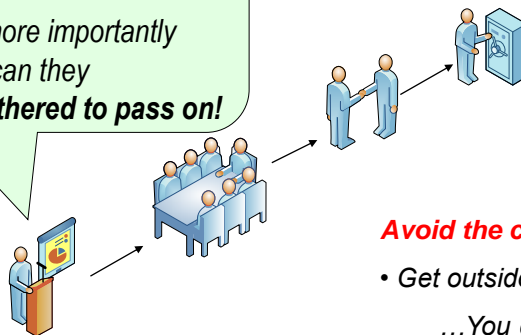


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## GETTING YOUR STORY RIGHT!

*Its not what you say,  
Its what they remember.  
And more importantly  
what can they  
be **bothered to pass on!***



**Avoid the curse of knowledge**

• Get outside help...

...You can not see yourself



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## MARK ROBOTHAM

- **Background**
  - Electronics Design Engineer, International Marketing
  - NZ bootstrap, NASDAQ - Silicon Valley
  - GM Business Incubator - Wellington
  - GM Escalator Investment Ready Service
  - Cyclist
- **Founder Growth Management Consulting LTD (GMC)**
  - Facilitator - Trainer - Public speaker
  - Strategy review & development
  - SuccinctStories.com & Now Strategy.com author - coach
  - Business Advisory Service

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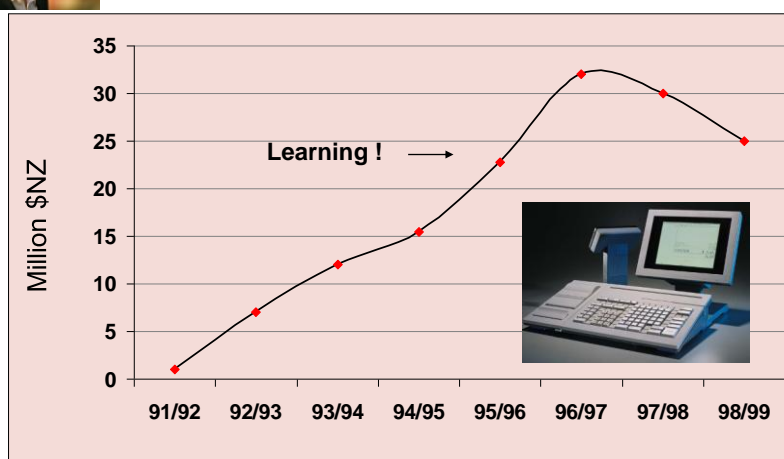


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## MARK ROBOTHAM - "Survivor Of Growth"



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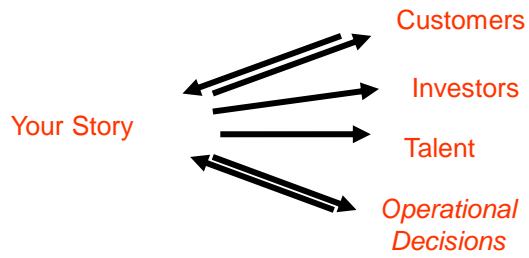
**PEC Retail Solutions**

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## POWER OF YOUR SUCCINCT STORY



**Goal:** To concisely communicate "Your Story" in less than 3 mins

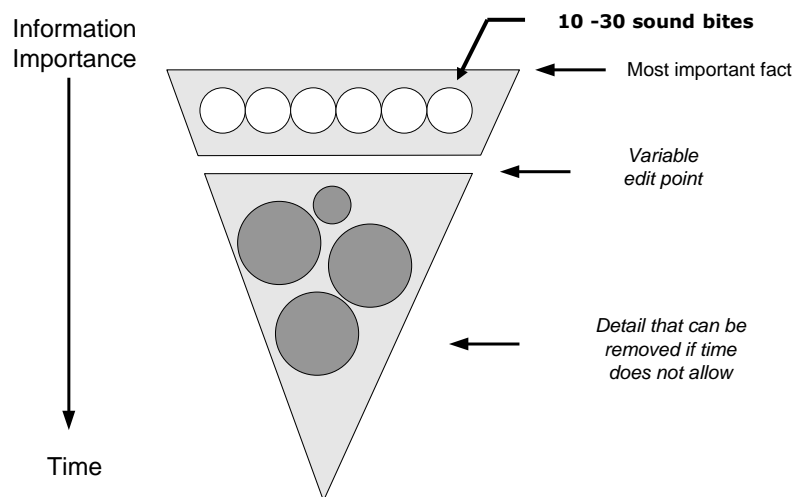
**ALWAYS DEVELOP SHORT PRESENTATION FIRST**



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## INVERTED PYRAMID OF INFORMATION



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## GRABBING ATTENTION



What is your attention grabber?

### **Sound bite #1**

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## CRAFT VS PRODUCT VS BUSINESS

### **Product**

- Electric Drills
- Mouse Trap
- CRM (software)
- Swatches
- Harley Davidson

### **Craft**

- Manufacture Power Tools
- Manufacturer
- Software Developer
- Watch Manufacturer
- Motor Cycle Manufacturer

### **Business**

*(essence)*

- Making Holes
- Mice Problem
- Increasing Sales - Customer Satisfaction
- Fashion Statement
- Escape

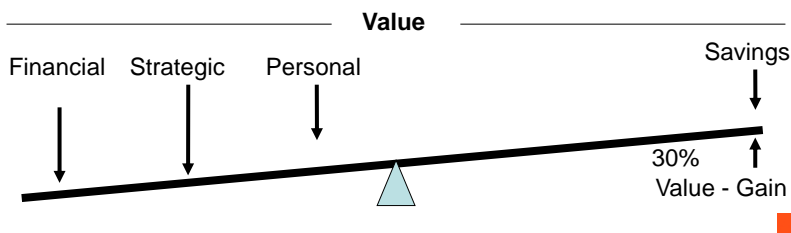
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## CUSTOMER VALUE DIMENSIONS

- **Financial**      How much money will your prospects save or how much profit will they gain if they buy your solution? What is the ROI ?
- **Strategic**      How will your prospects business benefit from your solution? Increased quality, shorter time to market, diversification, etc ...
- **Personal**      How will your prospects life be better with your product? More fun, less stress, career enhancement, political advantage, etc ...  
Ego factors.

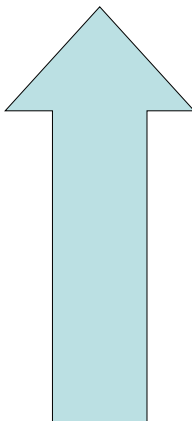


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## VALUE OF PROOF



- **Customer Case** (80-100%)
- **Demo** (60-100%)
- **Data** (20- 60%)
- **Vision** (10- 40%)

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## MEMORY HOOKS

- Stories
- Contrast
- Props
- FUD fear uncertainty doubt



**Ansett Airlines**  
**"Fluffy the cat"**  
**198-**



**Toyota Hilux**  
**"Bugger"**  
**1999**

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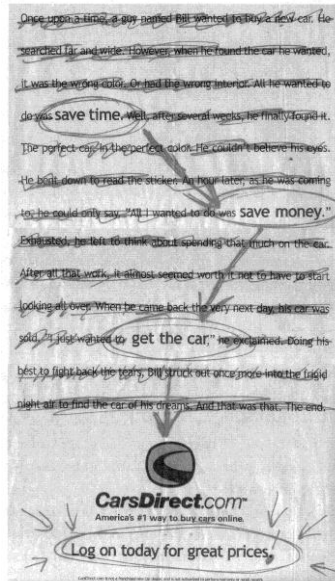
## MADE TO STICK STORIES

[www.madetostick.com](http://www.madetostick.com)

- **SUCCESS**
- **S**implicity Find the Core
- **U**nexpectedness Get attention
- **C**oncreteness Help people understand & remember
- **C**redibility Help people believe
- **E**motional Make people care
- **S**ories Get people to act



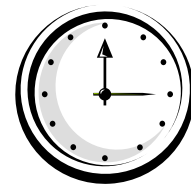
## GET TO THE POINT



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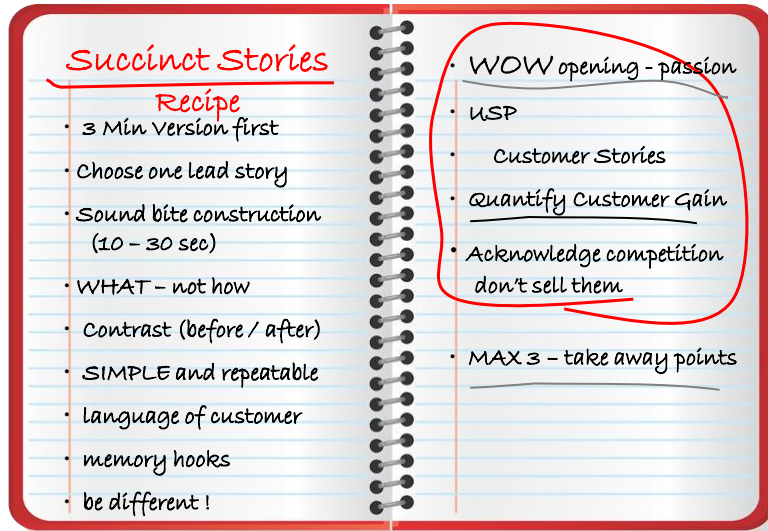
## ONE MINUTE **WOW** TEST!



1. What is the product or service ? "*Quantify customer VALUE*"
  - What problem are you solving .... Quantify gain with & without
2. What makes you different ?
  - Your sustainable competitive advantage
3. How does the business make money ? – *Business model*
4. How big & scalable is this? – *trends, gaps ...*
5. Why believe you & your team ? – *credibility*
6. What's in it for the investor?– *exit*

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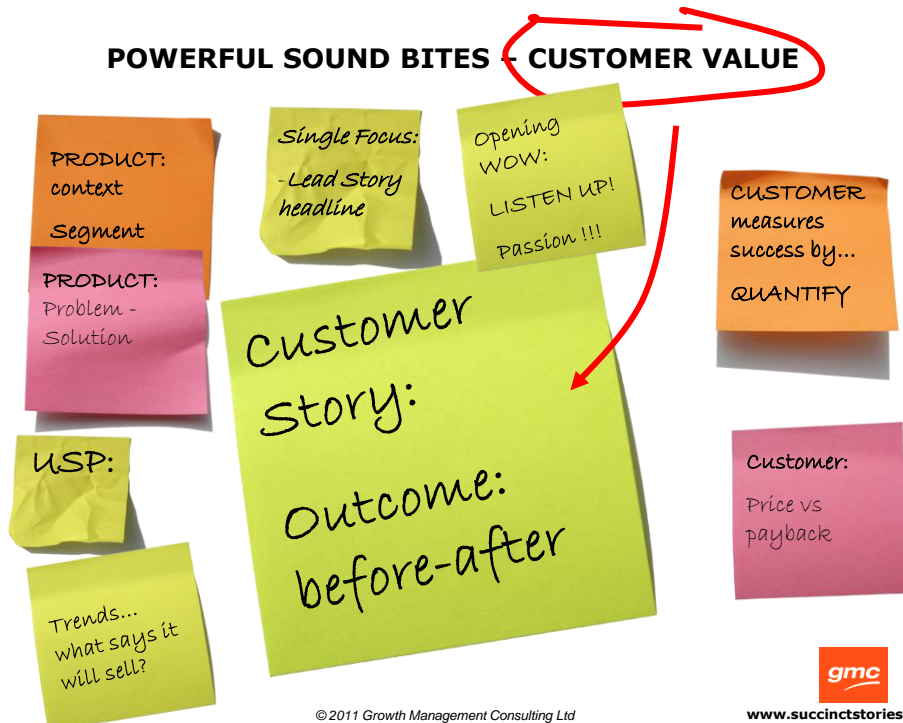




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**POWERFUL SOUND BITES - CUSTOMER VALUE**



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## QUESTIONS & THANK YOU



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