

Is your business standing out from the crowd?

If your business is not firing on all cylinders – fix your pitch!

Most businesses suffer from the “curse of knowledge”, deluded in their own belief that their marketing messages work – hell they understand them, why shouldn’t their potential customers?



Are your sales not what they should be? Are you failing to get interest in your investment pitch or perhaps your business is just not firing on all cylinders? Then there is a high chance your elevator pitch is not working.

Check that your pitch doesn't work equally as well for your competitor?

The trouble is you as the author, the one who has been working with this for years, is the worst person to craft an effective message to describe your business. You are leaving your audiences wondering “*what the hell do you do, and why should I give a damn*”

Clarity of purpose – creates better results No employee comes to work with sabotage in mind, yet most business leaders are not providing their staff clarity around what the focus of their business is.

Ask your business colleagues “what do we do?” - your elevator pitch. Ask your receptionist, bookkeeper, technical guy and CEO. Are the messages all the same? Are they all about an outcome that your customer will pay for?

Most businesses fail to reach their potential due to of lack of clarity around what their purpose for being is, and more importantly not focusing on activities that add high value to their customers.

“I didn't have time to write a short letter, so I wrote a long one instead.” Mark Twain

Take the Williams Formula one team mantra – “*We make the car go faster*”. *Do I put part-a in the car or part-b? What makes the car go faster?* Consider that with a smart elevator pitch everyone in your business is focused on the same outcome. Everyone is empowered to make smart decisions towards a common goal.

For too long elevator pitches have been the domain of sales and marketing departments as sales tools rather than core driving statements for the business and how it operates. Do all of your business (staff and customers alike) have a common view on what your business is all about? Smart pitches are the reason you get customers, investors, the best staff and your business achieves its goals.

Take the time out to focus on your core message and elevator pitch: it takes time, focus and the power of the outsider viewpoint to craft an effective business pitch. Invest in getting some outside help in this important area of your business.

Tips for Powerful Pitches

- Open with an WOW statement that gets peoples attention
- Build your pitch with sound bites - thoughts or points 10–30 seconds each
- Use the language of your target end customer
- Focus on WHAT rather than HOW
- Quantify customer value – using a customer’s measure of success. If the outcome result is a change of greater than 30%, you have a true compelling need that a customer will pay for
- Articulate what makes you different
- Keep it Short (60 sec – 3min max) and succinct



Use memory hooks:

- **contrast** - life before and after purchase.
- **stories** – relevant customer stories and endorsements are proven to close deals 80-100%
- **props** – Physical things to illustrate the point
- Once you have your message, play with the order of the sound bites to increase impact
- Remember to stand out from the crowd you must entertain and stimulate action
- If your product is technical, use a 10 – 30 sec “context” statement as an introduction, so anyone can understand relevance of your product or service

The Escalator Investment Ready Service is a NZTE funded programme that acts as an independent advocate and advisor, helping growth potential businesses prepare for and gain external capital investment. Escalator regularly runs 100% NZTE funded workshops on Pitching, How to gain Capital Investment as well as providing a capital raising service. Register online at www.escalator.co.nz

Visit the Escalator Service stand and attend Mark Robotham’s workshop at Bizzone