

ESCALATOR  
SERVICE

## PITCHING SEMINAR

(45 min)

V1.1

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New Zealand  
TRADE & ENTERPRISE



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## MARK ROBOTHAM

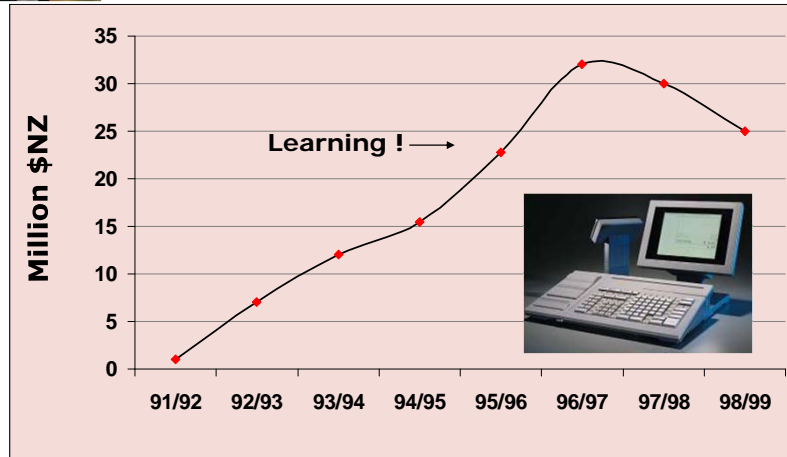
- Background
  - Electronics Design Engineer, International Marketing
  - NASDAQ - Silicon Valley, NZ bootstrap
  - GM Business Incubator – Wellington
  - Recent Jafa convert
  - Cyclist
- GM Escalator (EDANZ – Deloitte JV partnership)
- Founder Growth Management Consulting LTD (GMC)
  - Facilitator – Trainer – Public speaker
  - Strategy review & development
  - SuccinctStories.com author
  - Business Advisory Service
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## MARK ROBOTHAM – “Survivor Of Growth”



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

[www.growthmanagement.co.nz](http://www.growthmanagement.co.nz)

PEC Retail Solutions



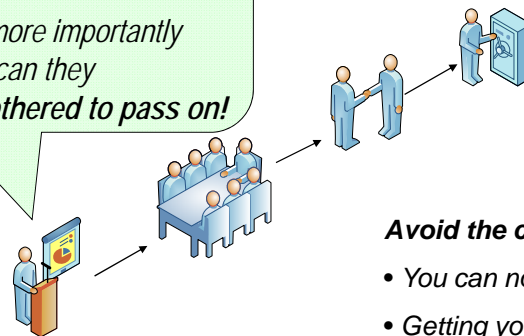
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## GETTING YOUR STORY RIGHT!

*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

- You can not see yourself
- Getting your succinct story right needs external help

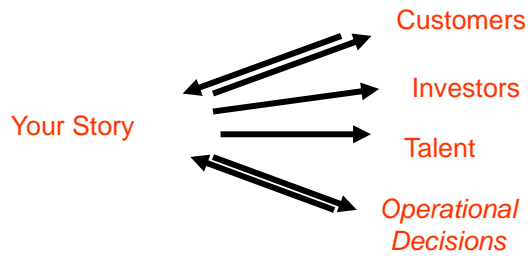
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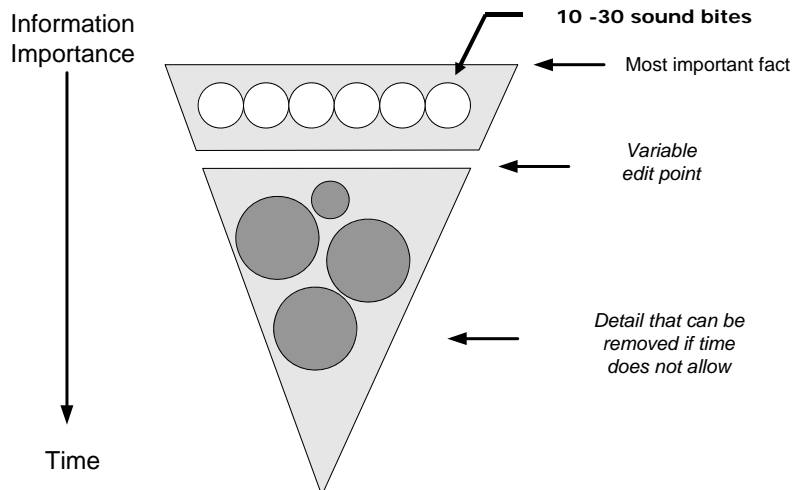
## POWER OF YOUR SUCCINCT STORY



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

**ALWAYS DEVELOP SHORT PRESENTATION FIRST**

## INVERTED PYRAMID OF INFORMATION



Need Capital :  
1: Get investment ready  
2: Find investor

Hunt Down:  
One summary point

We'll help you lift your game...  
Then we can help you find an investor

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ESCALATOR - THE INVESTMENT READY SERVICE

[www.escalator.co.nz](http://www.escalator.co.nz)

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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

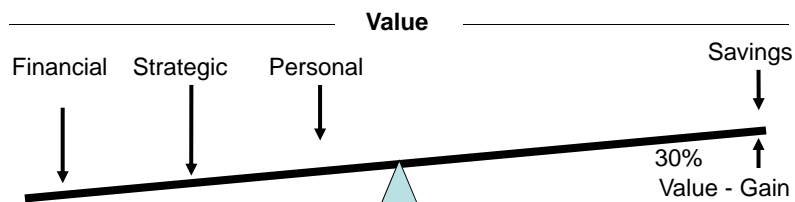
## CUSTOMER VALUE DIMENSIONS

- Financial
- Strategic
- Personal

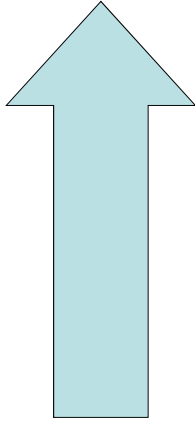
How much money will your prospects save or how much profit will they gain if they buy your solution? What is the ROI ?

How will your prospects business benefit from your solution? Increased quality, shorter time to market, diversification, etc ...

How will your prospects life be better with your product? More fun, less stress, career enhancement, political advantage, etc ...  
Ego factors.

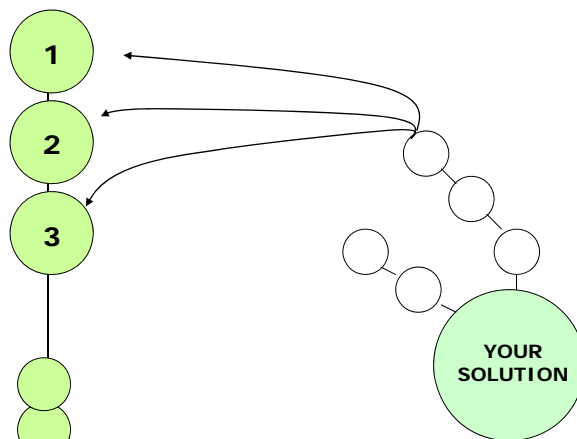


## VALUE OF PROOF



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

## ARE YOU SOLVING A TOP PRIORITY BUSINESS PROBLEM?



## MEMORY HOOKS

- Stories
- Contrast
- Props
- FUD fear uncertainty doubt



Ansett Airlines  
"Fluffy the cat"  
198-

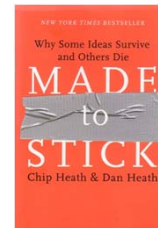


Toyota Hilux  
"Buggie"  
1999

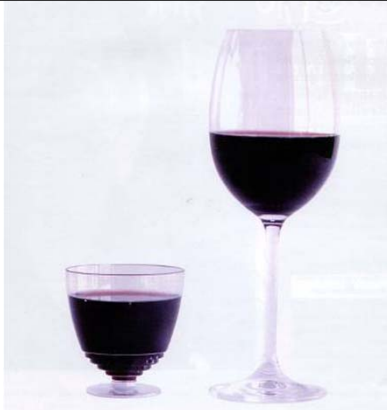
## MADE TO STICK STORIES

[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




# CONTRAST



**WHICH TASTES BETTER?**

It's obvious isn't it. Better environment means better results. At Dow, we understand the importance of environment on business performance. For 15 years we've helped executives transform their organisations by aligning working environment with strategic direction – making a difference to how their teams innovate and collaborate, and leading to a greater sense of community within their organisations. Research directly links this to a 2.6% reduction in staff turnover – which, in an organisation of 300 employees, equates to a saving of up to \$1.1m per annum.

Better results from better environments. You make the call.  
[www.dowworkplace.com](http://www.dowworkplace.com) 

# FUD

## DANGER

Business Investor Required



**YOU WILL GET THE INVESTOR YOU DESERVE!**

Call the Escalator Investment Ready Service Now.

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## POWERFUL SOUND BITES - CUSTOMER VALUE

PRODUCT: context segment

PRODUCT: Problem - Solution

USP:

Scale: Trends ... validation

Single Focus: - Lead story headline

Opening WOW: LISTEN UP! PASSION !!!

CUSTOMER measures success by... QUANTIFY

Customer: Price vs payback

Customer story: Outcome: before-after

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### Succinct Stories Recipe

- 3 Min Version first
- Choose one lead story
- Sound bite construction (10 - 30 sec)
- WHAT - not how
- Contrast (before / after)
- Customer Stories
- Language of customer

- WOW opening - passion
- USP
- Customer Stories
- Quantify Customer Gain
- Acknowledge competition don't sell them
- MAX 3 - take away points

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Need Capital :

Get Help :  
Escalator  
Power Pitching  
workshop



We'll help you lift your game...

Then we can help you find an investor

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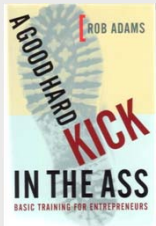
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**What there's more...**



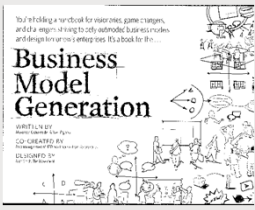
Patrick Renvoise  
& Christophe Morin  
[www.Salesbrain.net](http://www.Salesbrain.net)  
new title: Neuromarketing




Rob Adams  
Kick in the Ass  
BASIC TRAINING FOR ENTREPRENEURS



David Irving  
Changing Gears  
how to take your kiwi business from the kitchen table to the board room




Alexander Osterwalder  
& Yves Pigneur  
Business Model Generation



**Blog:** [www.succinct.co.nz](http://www.succinct.co.nz)    **More Books etc:** [www.GrowthManagement.co.nz](http://www.GrowthManagement.co.nz)  
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**WANTED:**  
GROWTH BUSINESSES SEEKING INVESTMENT

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**Escalator  
Service**

CREATING GROWTH  
AND CAPITAL FOR  
YOUR BUSINESS

