



# Taking The Stress Out of Building & Delivering an Effective Pitch

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# Building a More Effective Pitch

**Foundational Concept =**

*The Only reason that a Business exists is that the Market has a Problem.*

# Building A More Effective Pitch

**Objective of the Pitch =**

*Communicate to the Market how we are going to uniquely solve their problem with them.*

# Building A More Effective Pitch

## Components In An Effective Pitch =

### **1. *Defining The Problem as We Understand it.***

- *Why are they looking to hire us?*
- *What is the “Real” problem they want to be solved?*

# Building A More Effective Pitch

## Components In An Effective Pitch =

### **2. Describe How Our Solution is Unique**

- *Special features of our approach or our process*
- *Equipment or facilities that may be different from your competition*

## Building A More Effective Pitch

### Components In An Effective Pitch =

#### **3. Describe Why We're Qualified to Succeed**

- *Previous success solving similar problems*
- *Qualifications of our Team and their other successes*

## Building A More Effective Pitch

# Components In An Effective Pitch = *The 3 Components to an Effective Pitch*

- *Defining the problem as we understand it*
- *Describing how our solution is unique*
- *Describe why we're qualified to succeed*

# Delivering A More Effective Pitch

## Start with the baseline:

- 75% of people don't like speaking in public
- Polls consistently show people fear public speaking more than death



# Delivering a More Effective Pitch

## Top Reasons People Don't Like Public Speaking

- *May feel Vulnerable to present by yourself*
- *May feel Exposed if you don't have the answers*
- *May feel Rejected if you're not successful*

# Delivering A More Effective Pitch

## Shift Focus from “Selling” to “Problem Solving”

- *Put yourself in their shoes.*
  - *What consequences do they face if they don't get this problem solved?*
- *Try to anticipate concerns that they may have with your solution so you can be better prepared to respond*

# Delivering A More Effective Pitch

## Shift Focus from “Selling” to “Solving Problems”

- *Your mindset should be focused on “Solving Their Problem” rather than “Winning the Funding/Contract”*

# Delivering A More Effective Pitch

## Things to Remember When Delivering a Pitch

- Fear of Death < Fear of Public Speaking
- Reasons public speaking is feared
  - Vulnerable / Exposed / Rejected
- Shift your mindset from Selling to Problem Solving

# Thanks for your Time and Attendance

## Mike Huntley

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