

Peak Presentations

Engage Your Audience, Get *RESULTS*

By Robert Hellmann, President of [Hellmann Career Consulting](#)

Book Excerpt – CHAPTER 10: RESULTS & YOUR PITCH

To purchase the full book, go to

www.hellmannconsulting.com/pubs/#PeakPres

Copyright © 2013-2017 by Robert Hellmann

All rights reserved. Except as permitted under the United States Copyright Act of 1976, no part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system without the prior written permission of the author, except for the inclusion of brief quotations in a review.

PEAK PRESENTATIONS



Engage Your Audience
Get *RESULTS*

Robert Hellmann

TABLE OF CONTENTS

About the Author	5
Introduction	8
Chapter 1: Defining “Peak Presentations”	10
Chapter 2: RESULTS Matter	13
Chapter 3: Really Simple	17
Chapter 4: Engaging	24
<i>4.1: Actively Engage Your Audience</i>	<i>24</i>
<i>4.2 “HOOK” Them Early</i>	<i>28</i>
<i>4.3 Using Visuals</i>	<i>33</i>
<i>4.4 Challenging Audience Interactions</i>	<i>41</i>
Chapter 5: Stories	48
Chapter 6: Useful	55
Chapter 7: Licensed	58
Chapter 8: Tailored	60
<i>8.1 Process-Oriented vs. “Tell Me Now”</i>	<i>61</i>

8.2 The “1/3rd” Rule.....	63
Chapter 9: Surprising	65
Chapter 10: RESULTS & Your Pitch	69
10.1 Five Seconds.....	73
10.2 20 Seconds.....	75
10.3 Two Minutes	78
Chapter 11: Managing Anxiety.....	84
Chapter 12: Organizing your Presentation.....	89
12.1 Getting Your Ideas Down	89
12.2 How to Structure Your Presentation ...	92
12.3 Time It	96
Chapter 13: The Mechanics	99
Chapter 14: Digging Deeper	106
APPENDIX A: Pacing Exercise	108
APPENDIX B: Resources	109

Chapter 10: *RESULTS* & Your Pitch

A wise man speaks because he has something to say, a fool speaks because he has to say something.”

Plato

Chapters 3 through 9 covered how to apply each element of the *RESULTS* method to your influencing or enabling presentation. In Chapter 10, we'll cover situations where you need to deliver a presentation in two minutes or less.

Your “pitch” is a mini-presentation that can last anywhere from five seconds to two minutes, depending on the situation. The goal of the pitch is to present yourself in a way that gets people interested and wanting to hear more. It's used in business development, sales, networking, informational meetings and interviews.

In this chapter, we are going to cover how to:

- Organize your pitch
- Adapt your pitch to different situations
- Incorporate *RESULTS* into your pitch to make it shine.

The length of your pitch will differ depending on the situation.

YOUR PITCH

Two Minute

30 Second

20 Second

5 Second

At work you should have a **5-second pitch** ready to go in case you get an unexpected visit from your boss, or to take advantage of meeting situations where the dialogue gives you an opportunity to showcase something you've done.

When you're leaving a voice message or talking to an administrative assistant, you'll have a very limited amount of time, maybe 20 seconds, before they lose interest. That's when you need a **20-second pitch**.

A **30-second pitch** is for networking situations or sales encounters, when you'll have a bit more time.

A **two-minute pitch** can be used when you're delivering a formal sales presentation, when you're in an interview and they ask you "tell me about yourself," or when you are in an informational meeting and you introduce yourself or remind them of your background.

Five elements comprise the pitch. For anything less than a 30 second pitch, you'll only be able to use a subset of the five.

Here is a chart with the five elements listed and mapped to the different pitch lengths.



- **How should they "categorize" you, and why they**

should care: Tell them how they should think about you, what “box” to place you in. “Marketing expert” is an example. If time allows, add something about why they should pay attention, for example “...I believe marketing starts with listening to your customers...”

- **What differentiates you:** Let them know what makes you interesting. How do you stand out from others in the same category? For example, “I’m a marketing executive...” is the category, and “...with particular expertise in Latin American markets and social media.”
- **Examples to back it up:** Give a couple of examples to back up your claim about what category you're in and what makes you different from others they've heard from before. Share high-level accomplishment-oriented examples. “For example, we did x which resulted in y.”
- **Underlying your success:** Tell people what makes you successful. For example, “Our success has been based on our ability to customize our product to the needs of each of our clients.”
- **Turn it back to them:** Remember to keep the focus on where your audience is coming from and how you can address their needs. For example, you can end

with "...and I'm excited to be talking with you because I have read a lot about your move into this new customer segment and I wanted to ask you about it..."

For shorter pitches, there isn't enough time to bring in all five elements. If you're giving a 5-second pitch, you will only have time to focus on how you differ from others. If you are giving a 20-second pitch, you'll have time for both how they should categorize you and how you are different. For a 30-second or two-minute pitch, you'll have time for all 5 elements. Let's dive into some examples.

10.1 Five Seconds

A 5-second pitch can really come in handy in work situations. You can use it when your boss (or any higher up) comes by unexpectedly, so you have something to say that will impress them if they inquire about how things are going. Similarly, in meetings, you may find an opportunity to share your 5-second pitch, depending on the conversation.

For example, Julie was in an elevator at work. The doors opened and in walked her boss's boss's boss, who she hardly ever saw. This senior person said to my client, "Hi, Julie. How are you doing?"

Julie could have simply said, "Fine. How about you?" Instead, because we had put together a 5-second pitch for her, she said, "Things are great, now that I've just completed the workflow management project." The senior executive said, "I had no idea you were involved with that. Tell me about it."

She said, "Well, it's been a great success. We're about to roll it out." This resulted in a discussion about the workflow project. The senior person ended the discussion by saying, "Now that I know about your leadership role with this project, I think you should be involved in the cross-department workflow redesign project that I'm about to initiate. I'm going to talk to your boss about it."

By sharing her 5-second pitch during this unexpected encounter, Julie transformed what could have been a mundane interaction into something that gave her career a boost. She was now on the radar of this very senior person and was even being considered for an important project.

How was the *RESULTS* method used to craft this 5-second pitch, so that Julie could achieve her objectives? First off, she kept **Really Simple** in mind. She made sure that the executive would get the concept she was sharing immediately. There was no jargon involved that the executive wouldn't understand.

Julie also kept in mind that she wanted to make it **Useful**

for the executive. She shared something that the executive would want to know.

Lastly, she **Tailored** the pitch to the situation. She knew she would have a very limited amount of time to deliver it so she ensured that she generated interest in her accomplishment in 5 seconds.

Rreally Simple
Engaging
Stories
Useful
Licensed
Tailored
Surprising

5 Second Pitch

Copyright 2013 Robert Hellmann - www.hellmannconsulting.com

85

10.2 20 Seconds

Sometimes you have only about 20 seconds to get your message across. Maybe you need to leave a voice message

with someone you don't know. Or, perhaps you are making a cold-call and you have to grab their attention quickly.

In these cases, you want to use your 20-second pitch. In 20 seconds, you will have time to bring in 2 elements of the pitch:

- How they should categorize you
- What differentiates you

My client, Susan, is a tax expert and legal counsel who is on the business development side of things. She was trying to get a meeting with someone who might be interested in her services. This is the message that Susan left:

"Hi, this is Susan Smith. I sent you an e-mail earlier this week. I'm a tax expert and counsel with specific experience in Latin America and, in particular, Brazil, where I know you're expanding. Can we set up a 20-minute call for a mutually beneficial conversation? My number is 555-555-5555. I'll try your office again as well, as I may be hard to reach."

In 15 to 25 seconds, Susan was able to bring in both how they should categorize her ("I am a tax expert and counsel") and how she differs from other callers ("experience in Latin America and, in particular, Brazil, where I know you're expanding").

How did the *RESULTS* method help to make her 20-second pitch more powerful? First, she kept the message **Really Simple**. She said nothing that would require the recipient to have to listen to the message again to catch something they missed (unless they want to catch the phone number again).

Really Simple
Engaging
Stories
Useful
Licensed
Tailored
Surprising

20 Second Pitch

Copyright 2015 Robert Hellmann - www.hellmannconsulting.com

57

She also **Engaged** the listener by asking a question: "Can we set up a 20-minute call?" She made it **Useful** by mentioning how she could help. She **Tailored** it by keeping in mind the 20-second time frame and mentioned that she knew about their expansion. In other words, she focused

on them and their needs. Lastly, she indicated that she was **Licensed** to provide this help by mentioning her experience.

10.3 Two Minutes

Now let's address situations where you'll have a little bit more time, say 30 seconds or two minutes. We'll actually discuss pitching yourself in two minutes because the 30-second version is just a shorter version, and both contain all five pitch elements. Take two minutes to pitch yourself in these situations:

- You're in a business development meeting and have time to present yourself and your product or services.
- You're in an informational meeting (for example, you landed a meeting with someone in an industry different from yours, so you can learn more about that industry), and you start off by reminding the listener of your background and how you can help an organization.
- You're in an interview and they ask you open-ended questions such as "Tell me about yourself" (If you are interested in reading more about how to apply "The Two Minute Pitch" specifically to job-search interviewing, the Five O'Clock Club has an

excellent, in-depth discussion of the topic in their book *Mastering the Job Interview and Winning the Money Game* by Kate Wendleton).

Earlier in the book I mentioned a colleague who had developed customer relationship management (CRM) software, but his pitch to a small business owner failed. Here's the improved pitch we created, which brought in great results:

“Imagine a world where prospects welcome your emails and outreach; where building meaningful, profitable, win-win dialogue with prospects and customers is simple and easy. Our clients tell us we’ve built such a world for them with our CRM solution, and we welcome you to it!

We've helped dozens of companies in your industry save time, money, and improve revenue with our flagship product. Our system covers all aspects of CRM from X to Y to Z. It's hosted both in the cloud and on your servers so your data is always secure. Let me share with you an example so you can get a better idea of how we can help you.

We were hired by a major Fortune 500 company to deliver our CRM solution. Following their implementation of our system, in that first year alone they saw a 60% drop in customer service issues and a 30% reduction in staff hours devoted to CRM. This translated

into savings in the millions for them.

We won an award from Workflow Today Magazine for the best tool for small to mid-sized companies. We've been featured as the standard to beat in CRM Weekly. We also have 40 verifiable testimonials on our company page, many from well-known companies such as X, Y, and Z. You may want to take a look at those.

Underlying our success, I believe, has been our ability to customize solutions to the needs of individual companies, departments, and even users. I'm excited to be talking with you about this because I understand from Marc that you're facing this and that issue. I think those issues are directly addressed by our service."

That was the pitch. Let's talk about how each of the five elements were incorporated.

- **How they should “categorize” you/Why they should care:** He mentioned, at the beginning, *“Imagine a world where prospects welcome your emails and outreach; where building meaningful, profitable, win-win dialogue with prospects and customers is simple and easy. Our clients tell us that we’ve built such a world for them with our CRM solution, and we would like to welcome you to it.”*
- **What differentiates you:** He brought in what

makes his system different from competitors. *“In fact, our system covers all aspects of CRM from X to Y to Z. It's hosted both in the cloud and on your servers so your data is always secure.”*

- **Examples to back it up:** He mentioned the reduction in customer services issues, articles in magazines, testimonials and so forth.
- **Tie it all together:** He said *“Underlying our success, I believe, has been our ability to customize solutions to the needs of individual companies, department, and even users.”*
- **Turn it back to them:** He ended with: *“I'm excited to be talking with you about this because I understand from Marc that you're facing this and that issue. I think those issues are directly addressed by our service.”* He resumed the focus on their problems and their issues.

In this 2-minute pitch, my colleague was able to incorporate almost all aspects of the *RESULTS* method, everything except for **Surprising**.

Really Simple

Engaging

Stories

Useful

Licensed

Tailored

Surprising

**Two Minute
Pitch**

Copyright 2013 Robert Hellmann - www.hellmannconsulting.com

89

First off, he kept it **Really Simple**. No jargon, very easy to understand.

He used a powerful “hook” (see Chapter 4) to directly **Engage** the audience right at the beginning. He invited the audience to imagine their ideal prospecting world, then linked that world to their CRM product, and finally “invited” them to join this world.

This type of hook works very well, by the way, when you are pitching a product or service. Instead of starting off with **WHAT** your product is, start off with the **WHY**, i.e. what you *believe the world could be like*. Then invite your

listeners to join you in this belief. Taking this approach encourages an emotional response, which is always helpful in making your presentation powerful and memorable.

He told a **Story**. Of course, it was abbreviated, given the time frame, but the example he shared was essentially a mini-story.

His message was focused on how his software company could be **Useful** in helping this small business owner with their client relationship management issues. Throughout the pitch, he used the word “you” as in “we welcome you...,” “how we can help you...” and so forth, to drive home the relevance of their product to this audience.

For **Licensed**, he shared his testimonials, how they'd helped dozens of companies and how they were featured in a prestigious industry publication.

Lastly, he **Tailored** his pitch to fit into the short timeframe. He also talked about how he could customize the CRM solution to their individual needs. At the end, he focused the conversation back to them, talking about how he understood what their issues were and how he thought he could offer them a solution.

THIS CONCLUDES CHAPTER 10

To read the other chapters, please purchase the book at:
www.hellmannconsulting.com/pubs/#PeakPres

Peak Presentations

Engage Your Audience, Get *RESULTS*

By Robert Hellmann, President of [Hellmann Career Consulting](#)