

# Perfecting Your Pitch



*Hellmann Career Consulting*  
[www.hellmannconsulting.com](http://www.hellmannconsulting.com)

*Robert Hellmann*

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# Your Pitch is for..

- Networking, interviews, informational meetings, sales meetings, surprise encounters
- Answers to “what brings you here” “tell me about yourself”
- Making a memorable impression that differentiates



# Pitch Versions

At Work

Five Second

Voice message, or cold-call

20 Second

Networking

30 Second

Interviews, info. meetings

Two Minute

**Networking can  
turbocharge  
your career**

# Networking

Getting introductions  
and building relationships over time



# Networking helps you...

Stand-out (lead) by bringing in new

- ❖ Techniques
- ❖ Strategies
- ❖ Partners
- ❖ Market intelligence



Learn about career options (be proactive...)

Tap the hidden job market (e.g. within Planned Parenthood)

# 30 sec to 1 minute: Make it Conversational

## Do THIS...



## NOT THIS!!!



# Brand and Position yourself for Target Audience



**You**



# 30 Second Version

1. Why they should care (branding/hook)
2. How they should “categorize you”
3. What differentiates you (shorter vs. 2 minute)
4. Examples to back it up (shorter vs. 2 minute)
5. Underlying your success
6. Turn it back to them

# Step 1 examples (branding/hook)

- I turn data into actionable knowledge (business analyst)
- I turn uncertainty in opportunity (insurance analyst/"risk" underwriter)
- I'm an energy insider (analyst focusing on PE energy firms)
- Organizational Learning is a journey, and I provide the map (L&D professional)
- I make PC's dance (IT professional)
- I can catalyze anything (research chemist)

# Steps 2-5: a Subset of Resume Summary Section

## 2. LEARNING & DEVELOPMENT PROFESSIONAL

Bring close to ten years of experience and success developing and leading programs that have consistently improved organizational effectiveness.

3.

- Cross-cultural L&D
- Talent Assessment
- User Experience
- ADDIE / SAM / Kirkpatrick

4.

- Developed training and onboarding strategy that **improved learning effectiveness by 50%+**.
- Improved **performance management** at global organization; recognized for **reduced rater bias** and improved rating accuracy.
- Developed performance management **training tailored to all staff levels and functions**, with major role across all phases of **ADDIE**; demonstrably improved training effectiveness (**Kirkpatrick Level 3**).
- Initiated web-based **talent management assessment tool**, in partnership with executive team and IT. Received promotion based on initiative's success.
- Key role in **UX design for L&D app**; conducted interviews, created questions, eliminated bias, recommended design changes. Result: New design **drove a quadrupling of app usage**.
- Created "best practices" whitepaper that supported division-wide **internal coaching and leadership programs**.
- **MA in Organizational Psychology**, UC Berkeley, Magna Cum Laude (2013)

5.

*From reviews and [LinkedIn recommendations](#): "thought leader," "strategic business partner," "key member of the team," "proactive," "communicates challenging concepts clearly"*

**R**eally Simple

**E**ngaging

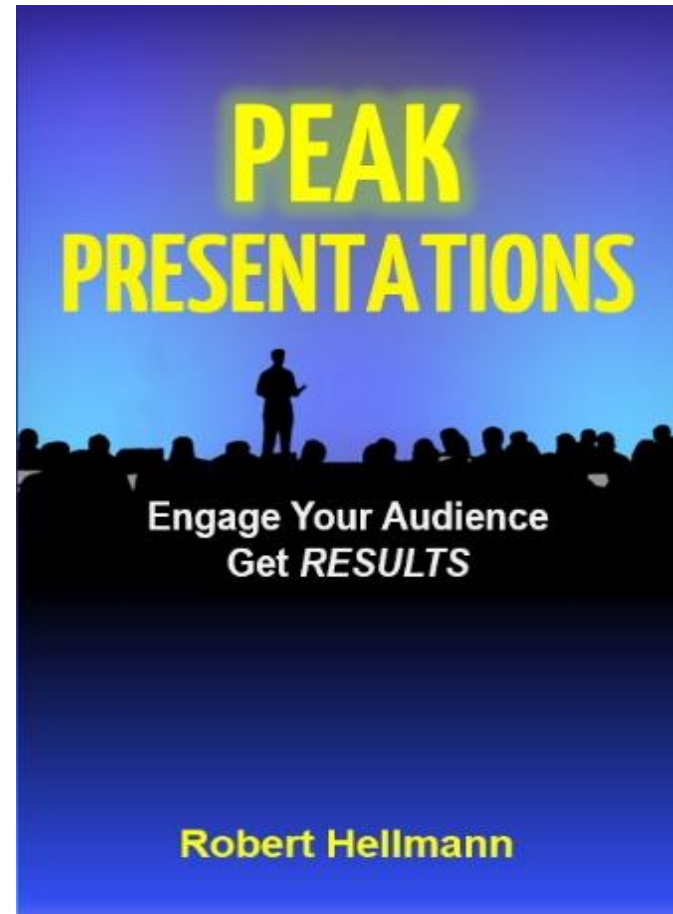
**S**tories

**U**seful

**L**icensed

**T**ailored

**S**urprising



# Exercise: Start writing

## (“Remind me of your background”)

1. Why they should care (branding/hook)
2. How they should “categorize you”
3. What differentiates you (shorter)
4. Examples to back it up (fewer)
5. Underlying your success
6. Turn it back to them

30 sec.

**R**eally Simple

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**S**urprising

**Does your  
pitch meet  
this criteria?**

1. Why they should care (branding/hook)
2. How they should “categorize you”
3. What differentiates you (shorter)
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**R** eally Simple

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**S** urprising

# Use Your Pitch in a Networking Event

Build your network

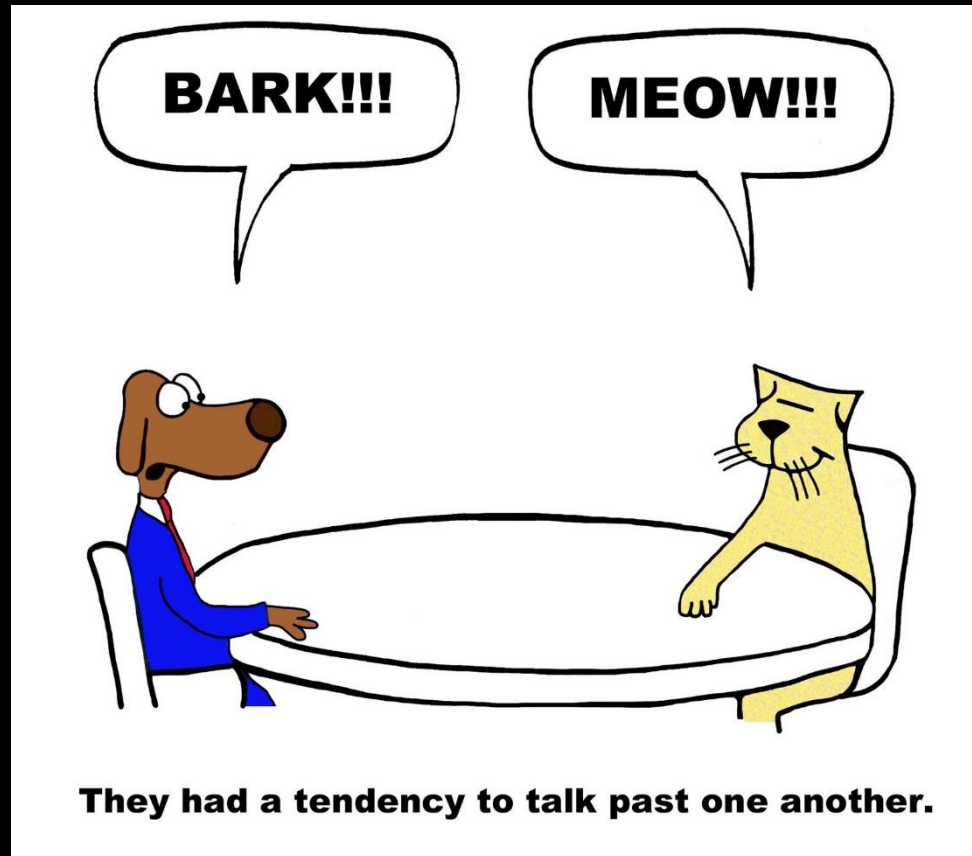
Let 5+ of the “right” people know your value

Learn what organizations/peers are doing

Get feedback on your pitch and experience

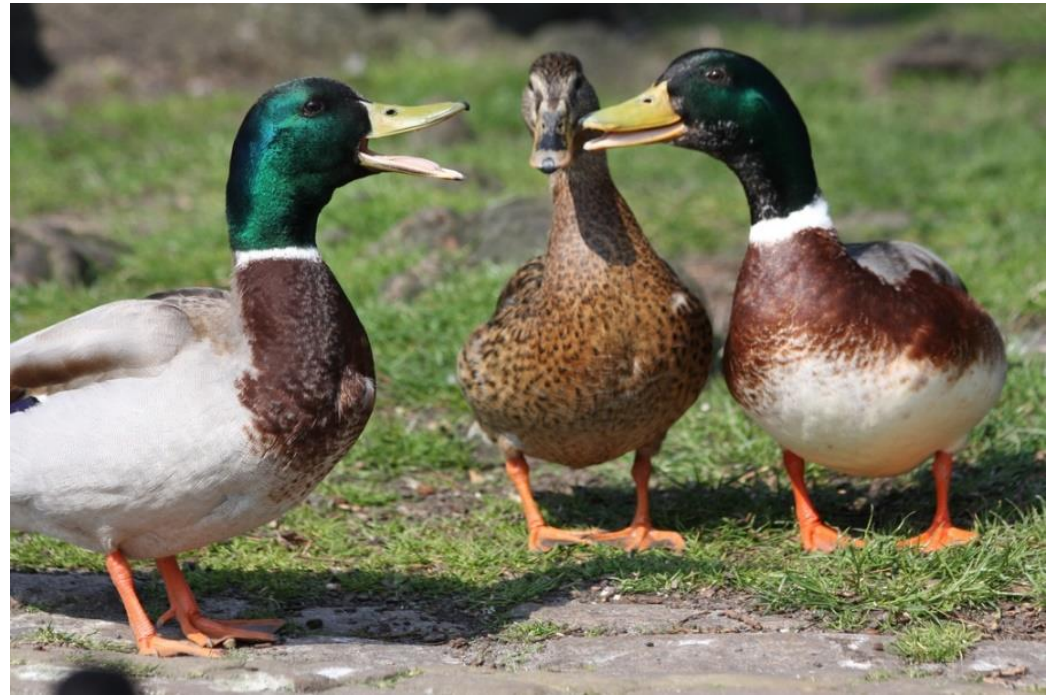
Try to help at least one person you’ll meet

# Position Yourself Correctly



# At the Event

- Challenge: Talk to at least five people
- Speak AND Listen!
- Get email addresses
- Don't get captured (unless it's helping)



# At the Event

Present Yourself Well – eye contact, firm handshake, what you're wearing, etc.



# After the Event

- Email within 24 hours
- Follow up with a personalized LinkedIn connection request
- Keep in touch!



# Your Two Minute Pitch

## Use it for:

- “meetings” e.g. partnerships, business development, etc.
- Interviews where they ask open-ended questions e.g. “tell me about yourself”



# Organizing your Two Minute Pitch

- 1.5 to 2.5 minutes in length
- Same as 30 second pitch, except:
  - Add a couple more examples
  - Add “underlying my success...”
  - Maybe add more detail on what differentiates you



# Using your pitch in emails to people you don't know

- Focus on value to them
- Asked for just 20 minutes
- Mutually beneficial
- Powerful Pitch
- Not asking for a job
- No reference to a resume
- Call to action

Subject: Discuss fundraising at GoodOrg?

Dear Claire,

Upon seeing your name in the AFP LinkedIn Group and noticing our additional shared connection, I thought I would reach out to you; I myself have many years of experience with fundraising.

I'm currently a Director of Alumni and Event Planning at Ivy University. In the long run I am looking to transition outside of higher-ed, to a non-profit such as GoodOrg. I would greatly appreciate 20 minutes of your time to gain your insight on how my experience might fit in a non-profit setting (I would not be expecting any openings). Perhaps the meeting would be mutually beneficial; I would be happy to make my extensive network available to you, or share ideas from my experience developing successful fundraising strategies and events.

Some background: As you can see from my LinkedIn profile, I have over 10 years of experience in fundraising and event planning that could be useful to non-profits. Highlights include:

- Developed an analytic approach to identify most likely donors, which resulted in a 37% increase in donations following its implementation.
- Led a capital campaign last year that brought in \$3 million and exceeded goals.
- Created seven partnerships with associations; all were credited with providing new value to our audience while substantially increasing donations.
- Planned and delivered dozens of events; met or exceeded fundraising forecasts in every one.

I've appreciated the work that GoodOrg has done to pass crucial environmental legislation, and would greatly value your insight regarding this hoped-for transition. Would you be available for a brief conversation, either in person or by phone?

# 20 Second Pitch

## 20 to 30 seconds



“She has a 2:42 and a 2:43 appointment.  
I can try to fit you in.”

# Organizing your 20 Second Pitch

1. Branding / “Hook”
2. How they should “categorize you”
3. What differentiates you
4. Examples to back it up
5. Underlying your success
6. Turn it back to them

**R**eally Simple

**E**ngaging

Stories

**U**seful

**L**icensed

**T**ailored

Surprising

**20**

**Second  
Pitch**

# The Five Second Pitch

A concise phrase that will generate immediate interest...

- When answering an open-ended question
  - How's it going?
  - What are you doing these days?
- In a meeting situation when you want to get across your value

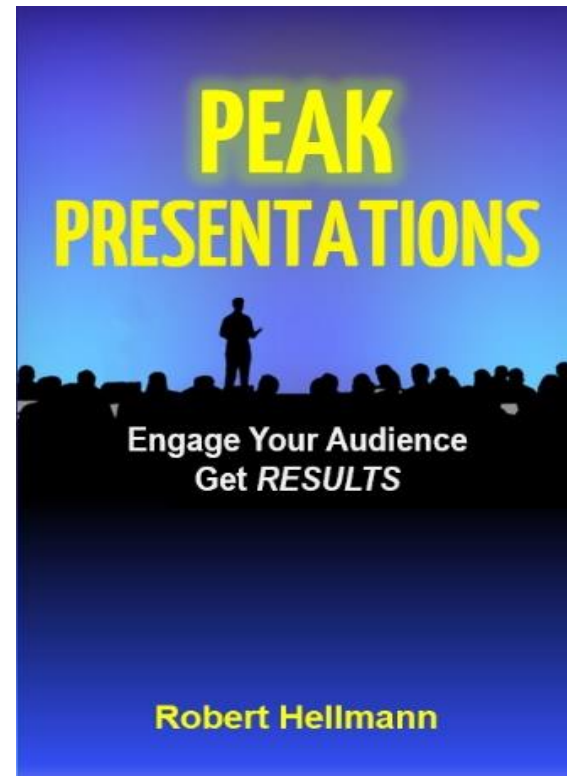
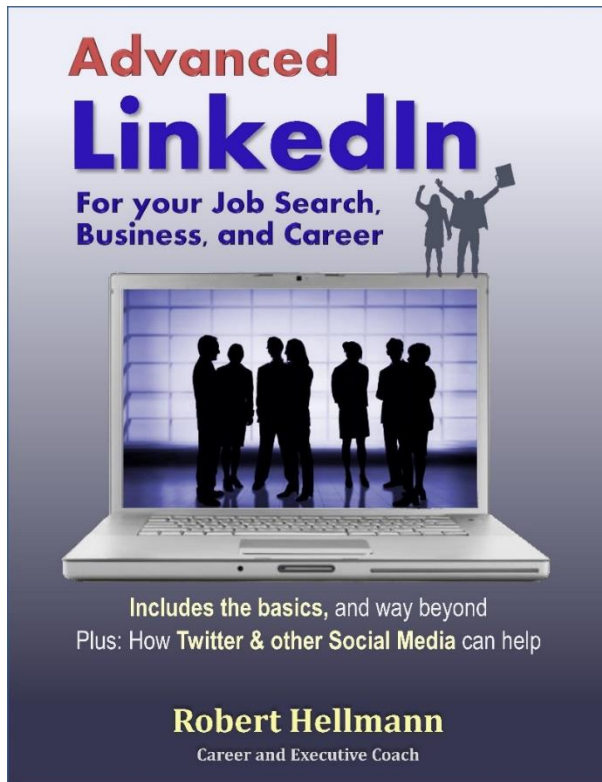
# Examples: Your 5 Second Pitch

- “now that I’m done with the workflow management project...”
- “When I was the CFO...”
- “I’ve been busy in-sourcing our marketing analytics capabilities...”
- “...since completing the Google business partner negotiation...”
- *Yours?*

**DOWNLOAD THE SLIDES: [bit.ly/pitch-pp](http://bit.ly/pitch-pp)**

**Additional Resources: [www.hellmannconsulting.com](http://www.hellmannconsulting.com)**

[www.hellmannconsulting.com/book](http://www.hellmannconsulting.com/book)



**MY EMAIL: [rob@hellmannconsulting.com](mailto:rob@hellmannconsulting.com)**