

Pitching and presenting

This PDF offers, hints, tips and advice for you to think about when pitching and presenting, the exercises are designed to help you improve your skills and make the most of your first opportunity with a client. We hope it's useful and gives you some practical advice to help with your pitch.

Hints and Tips : From Rory & Mark

Here are some things that Rory Fegan and Mark Hadfield from Fairbrand have learnt through experience of pitching their ideas.

Big Brands

The best way to pitch ideas is by having a conversation. This enables two-way communication and allows you to gather feedback about the client. It allows new ideas to be broached and for you to find out what they're really looking for. You can also get a feel for the brand and they can get a feel for you.

Tip: Believe in what you're selling and believe in the client – or at the very least understand them!

Confused Clients

Clients don't always know what they want or need. They may advertise for one thing but may actually need something completely different to solve the problem they've identified. They may even have identified the wrong problem! Try to find out what it is they want to achieve and then tell the client how to achieve it – try and make them think they thought it up first.

Tip: Inspire but back it up with masses of solid research. Be inspirational and credible.

Social Situations

The perfect pitch often happens in a social situation and frequently isn't to the person who'll end up giving you a job. It may be one of their work colleagues or a friend – everyone who knows about what you do is a potential client or advocate. The best time to tell people about what you do is when they're relaxed and receptive – this is often in social situations and without any warning – "Anywhere you can talk as people".

Tip: Always be ready to quickly sum up what you do and what you offer.

Practice your "Elevator Pitch"

The quick-pitch that sums up an entire concept is often called an "elevator pitch" because you could deliver it at the drop of a hat in the time it takes for someone to get into and out of a lift with you. We

think it's about time this idea was given some literal practice as a way to help you practice your all-important pitching skills.

“Elevator Pitching”

Part 1

Team up with a friend or colleague. Before each crit go with them to the nearest lift. On the way up tell them everything there is to know about your project. On the way down they will tell you about theirs. Rate the following out of ten:

Clarity	<input type="checkbox"/>	Sense	<input type="checkbox"/>
Confidence	<input type="checkbox"/>	Conviction	<input type="checkbox"/>

An elevator pitch should leave you excited, interested and wanting more.

Give them an overall mark

If there's more than one lift at your site you may want to try out different locations to vary the amount of time you've got! If you don't like lifts, try the lunch queue or a cigarette break.

Part 2

Compare what your fellow pitcher says in the crit to what they said in the elevator. Ask them to do the same for you.

What did they miss out during their pitch that was important?

What did they include that wasn't necessary?

Do this before each crit and see how you improve.