



# Pitch Perfect:

Present, Perform, Persuade



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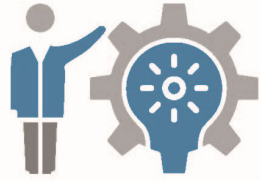
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## What is *Behavioral Intelligence*?



Explain



Predict



Influence

Behavioral Intelligence: The application of skills and abilities to accurately **explain** existing behavior, **predict** future behavior, **influence** other people's behavior, and **control** one's own behavior.



Control

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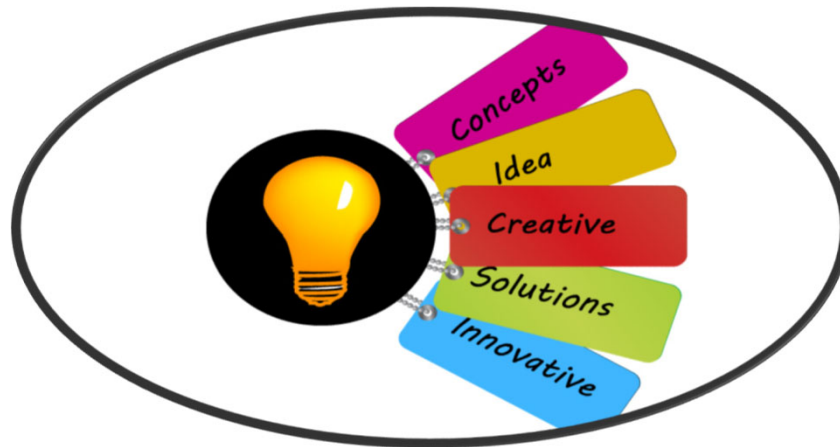
## What is a "Pitch?"



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# What Can You Pitch?



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# Pitch Perfect

Present & Perform – Rules for Success

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## Rule #1 – Be Prepared



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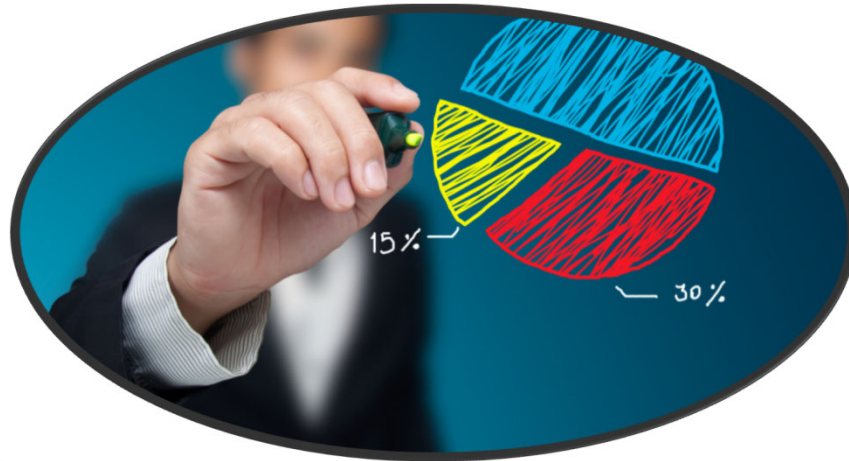
## Know Your Audience



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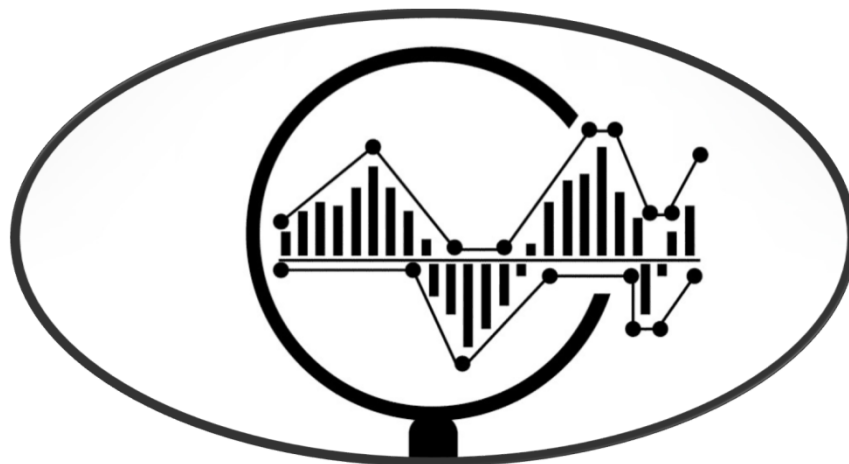
## Know Your Numbers



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## Know the Markets/Trends



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## Know Your Weaknesses



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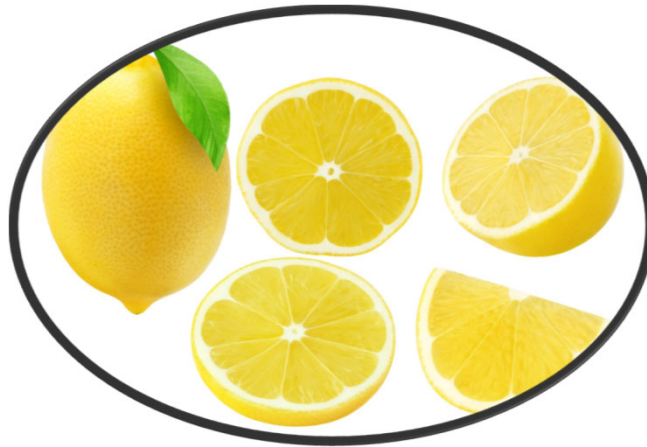
## Rule #2 – Be Confident



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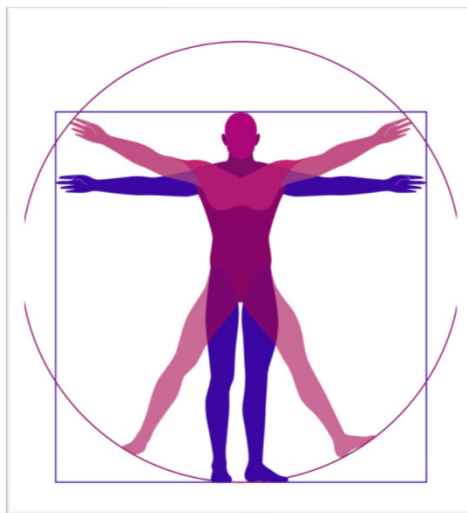
## Mind Follows Body-Body Follows Mind



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If you are not careful,  
your body will betray you...



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## Share Your Passion



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## Rule #3 – Demonstrate Your Value



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# Does Your Product...



Solve a Problem?



Disrupt the Status Quo?



Improve Existing Ideas

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# Be Realistic



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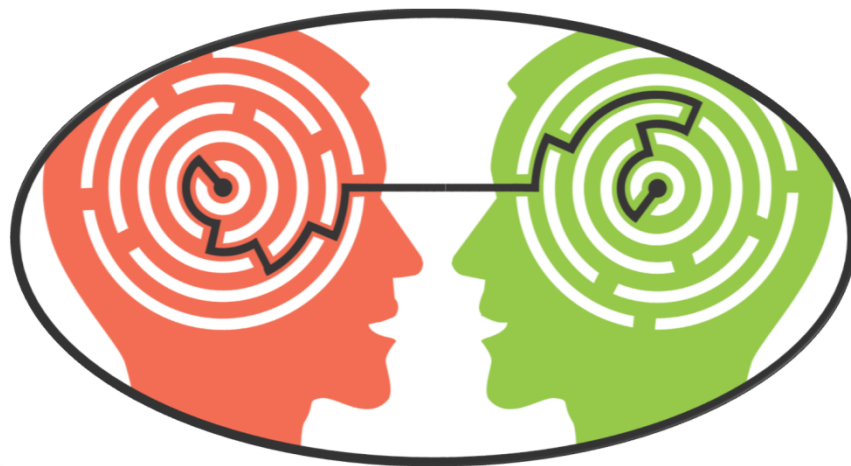
## Rule #4 – Communicate Your Plan



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## Be Clear, Be Precise, Be Quiet



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## Share Your Marketing Strategy



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## Share Your Growth Strategy



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## Share How You Will Inspire



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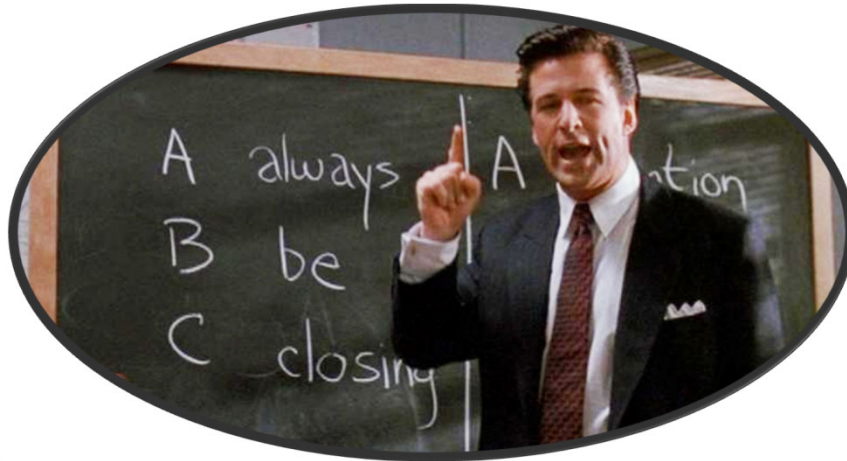
## Share Your Timeline for R.O.I.



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## Rule #5 – Know Your Ask



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## What Do You Want?



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## What Terms Are You Comfortable With?



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## Bonus Round: Be Resilient – Try, Try Again...



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# Messaging Strategies

Persuade



# Structuring Your Pitch: Problem/Solution



Problem



Pain Point



Solution



# Structuring Your Pitch: Storytelling



Status Quo



Solution



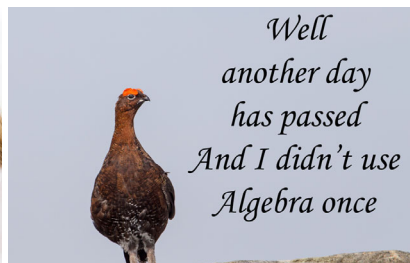
Future World



# Structuring Your Pitch: Start with Why



Vision



Problem



Solution





# Perfecting Your Pitch

Practice Makes Perfect

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## Thank you!!

Questions?

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