

## PROJECT RESULT 2:

### E-learning toolkit for green and social entrepreneurship

#### Module 7

#### Pitching: how to present ideas



Developed by

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**Module 7 - Pitching: how to present your ideas**

Aim of the module:	<p>This module aims to provide learners with main information related to the pitching techniques which could be used in promoting their business ideas, in looking for investors or in convincing clients or possible partners to support the business idea of the new entrepreneur.</p> <p>In either case 'effective pitching' is a key business skill. The ability to grab the attention of an audience and deliver a compelling business case that the decision makers will say "yes" to is vital to personal and organizational success. This module considers the key elements of pitch design and how to make your arguments clearly and concisely.</p> <p>We never know when we will have the opportunity to pitch for an investor or how much time we will have to convince him/her. For this reason, entrepreneurs should always have several pitches of different duration prepared: a short 1-2 minutes elevator pitch, a 10-minute pitch, and a 40-minute pitch. We will provide some information to teach learners on how to present effectively, for every possible situation, their business idea through pitching methods. In fact, there are three main types of pitches you should prepare for; the elevator pitch, short form pitch, and long form pitch.</p> <p>This module aims to enhance learners' pitching skills and provides constructive feedback to ensure pitches are delivered in the most effective manner possible. At the end, it is asked to participants to effectively prepare a pitch for promoting their business idea to external third parties.</p>
Learning objectives:	<p>The learning objectives of this module are:</p> <ul style="list-style-type: none"> <li>● Identify and adapt pitching techniques to meet client needs and requirements.</li> <li>● Enhance awareness of strengths and weaknesses in pitching/presentation style.</li> <li>● Save time in planning and deliver sharp, focused and effective pitches/presentations.</li> <li>● Making learners feel more aware of what happens when one pitch, its mechanics.</li> <li>● Tailor the pitch to take account of the length and depth of the client relationship.</li> <li>● Articulate the new entrepreneur's message specifically to the client/ partner/ investor's needs.</li> <li>● Understand participants' own and clients' body language.</li> <li>● Effectively handle client objections, avoid dead-ends and have powerful conversations.</li> </ul>
Learning outcomes:	<p>By the end of this module, the learner should be able to:</p> <ul style="list-style-type: none"> <li>● <u>Effectively follow-up a pitch, in order to advance to the next stage.</u></li> <li>● Understand how to add credits to yourself.</li> <li>● Acquire self-confidence when presenting.</li> <li>● Master rhetorical devices (making the message memorable).</li> <li>● Improve introductions – how to 'open' the pitch.</li> <li>● Gain insight on effective conclusions – how to 'close' the pitch.</li> </ul>
Content:	<p>Introduction</p> <hr/> <p><b>TOPIC 1 - Pitching at a glance: a general overview</b></p> <ol style="list-style-type: none"> <li>1.1. Distinguish presentations by purpose;</li> <li>1.2. What is an Elevator Pitch and how is it structured;</li> <li>1.3. Learn different presentation styles to match your own and that can inspire you;</li> <li>1.4. Few steps to follow for an effective presentation;</li> <li>1.5. The outline of an effective presentation;</li> <li>1.6. Slide by slide, how to structure every single step in terms of graphics, contents and exhibition.</li> </ol> <p>Food for thought questions (3 questions)</p> <hr/> <p><b>TOPIC 2 - Preparing the pitch</b></p> <ol style="list-style-type: none"> <li>2.1. Content aspects: which concepts to focus on;</li> <li>2.2. Presentation aspects: how to present these concepts;</li> <li>2.3. Download an effective template;</li> <li>2.4. Research into the audience / key individuals backgrounds;</li> <li>2.5. Preparing for the anticipated objections;</li> <li>2.6. Understanding the audience's requirements and mirroring;</li> <li>2.7. Plan your pitch in 3 variations: a five-second, a 30-second and a five-minute version.</li> </ol>



Food for thought questions (3 questions)

### TOPIC 3 - During the Pitch

- 2.1. Overview of how to start, lead, conduct and maintain control during a pitch
- 2.2. What mistakes to avoid in order not to lose the investor's attention
- 2.3. The importance of body language, voice tone and non-verbal signs and how to interact during the pitch
- 2.4. Understanding the cultural aspects / different pitches for different geographies
- 2.5. Mastering the objections to a Win-Win situation
- 2.6. Objection handling exercise / role play – practice

Food for thought questions (3 questions)

### Case studies - Elevator Pitch examples

- <https://tagsoft.co/4-good-elevator-pitch-examples-for-business-and-startups/>
- <https://articles.bplans.com/the-7-key-components-of-a-perfect-elevator-pitch/>
- <https://www.clearvoice.com/blog/entrepreneur-elevator-pitch-examples/>

### Activities (3 activities)

- Prepare in all details and exercise your pitch with powerful conversations;
- Show / discuss their pre-prepared video pitch in small groups;
- Role play – Presenting your pitch: during this session, the participants will repeat their pitch taking into account the feedback they have received from previous pitches to ensure more impactful delivery
- Join a startup community dedicated to launching business ideas

### Further reading (list of additional material)

- A mini guide to pitching <https://www.youtube.com/watch?v=aUOKNVb7mrE>
- How to effectively pitch a business idea <https://online.hbs.edu/blog/post/how-to-pitch-a-business-idea>
- How to give an elevator pitch (with examples) <https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples>
- How to pitch an idea in 6 steps <https://www.indeed.com/career-advice/career-development/idea-pitch>
- The elevator pitch (video, 7 minutes) <https://www.coursera.org/lecture/wharton-entrepreneurship-opportunity/4-1-the-elevator-pitch-eQAis%20>
- How to make a pitch deck (video, 8 minutes) <https://www.youtube.com/watch?v=WHDqvBugpVk>
- Start-Up elevator pitch: examples for entrepreneurs <https://york.ie/blog/startup-elevator-pitch-examples-for-entrepreneurs/>
- Slides to include in your pitch deck <https://articles.bplans.com/what-to-include-in-your-pitch-deck/>
- How to pitch to investors in 10 minutes and get funded <https://articles.bplans.com/how-to-pitch-to-investors-in-10-minutes-and-get-funded/>
- Pitch your Tech Start-Up ideas <https://www.neoito.com/blog/pitch-your-tech-startup-ideas/>

Quiz (10 multiple choices)

### References

- <https://www.amazon.co.uk/dp/0071752854?linkCode=gs2&tag=uuid07-21>
- <https://www.amazon.in/Art-Pitch-Persuasion-Presentation-Business/dp/0230120512>
- <https://www.amazon.it/Pitching-Hacks-pitch-startups-investors/dp/0557235596>
- <https://www.amazon.co.uk/dp/9462762457?linkCode=gs2&tag=uuid07-21>
- <https://www.youtube.com/watch?v=H5XgrQ0pY5A>
- <https://www.amazon.co.uk/dp/9063695292?linkCode=gs2&tag=uuid07-21>
- <https://www.amazon.it/Startup-presentare-convincere-investitori-finanziarla/dp/885790766X> (in Italian)



Allocated time:	8 hours (one working day)
Hashtag of the Module	#pitching #presentation #credibility #entrepreneurship #confidence #bodylanguage #marketanalysis #captivating #success #timemanagement

## Introduction

In order to check what relevant materials are offered at national and/or EU level in connection with the SOSUSK module nr 7, Association ARESEL started a comparative research on the issue of pitching, selecting some training material that already exists at European level on this issue. Since the beginning of July 2022, the ARESEL researchers involved as staff in the SOSUSK project started to identify on European level some training programs, courses or other available material (manuals, websites etc.) which could be useful as references for the development of the module 7, with the aim that this module will help and support NEETs to develop some entrepreneurial and green skills. We started to search and collect some examples (review and comparison), useful also for shaping the module 7 table of contents.

For NEETs interested in new entrepreneurial skills, pitching could be strategic for the phase of promotion of the business idea and for the moment when the new entrepreneur is looking for partners, shareholders or investors. That is why the ability, enhanced through this module, of the learners to deliver an effective pitch could have a significant impact on their success. Whether you're trying to convince investors to take a chance on you or selling a product to a potential client, you need to be exceptional at pitching and presenting. In fact, one of the most vital objectives of your pitch is to ensure your business is easy to understand. Two things are standing in their way – their unique perspective and all the ideas they have in their business implementation and development for the future. In general, being aware of pitching techniques will help new entrepreneurs, start-uppers pitching to VC funding, Conferences readiness, Lecturers of any kind and marketing and sales teams. Good pitching skills are crucial for anyone, especially if you have a start-up business or organization which is looking to grow and develop.

### Topic 1 - Pitching at a glance: a general overview

This chapter explains how to plan, structure and present a pitch deck to the audience. Students will learn how to choose their presentation style, what to focus on during their speech and what key elements a visual presentation must contain to catch attention.

#### 1.1 Distinguish presentations by purpose

Toni Gargan, in an episode of her podcast (“Presenting, Pitching & Public Speaking”), published on the 27<sup>th</sup> of January 2020 titled “Pitching Versus Presenting” she focused on the difference between Presenting and Pitching.

Presenting - The process of presenting a topic to an audience typically a demonstration, an introduction, lecture or speech



A pitch is meant to inform, persuade, inspire, motivate or build goodwill. A presentation may be used to showcase information and you share the content required.

Pitching - The focus in pitching is usually around sales or selling

It is a line of talk that attempts to persuade someone with a planned presentation. It's designed to be either an introduction to a product or service or expands on the description of the product and is designed to achieve sales of the product or service.

The main difference is presenting = informing and pitching = selling.

When you give a presentation, you are sharing facts and information, when pitching you are still sharing information but there is an end goal – to sell something

Start with the end in mind: what is the desired outcome? Do you want people to enjoy listening and learning something? Do you want people to need what you have been talking about?

When you are creating a call to action it has to be clear, it has to be something people

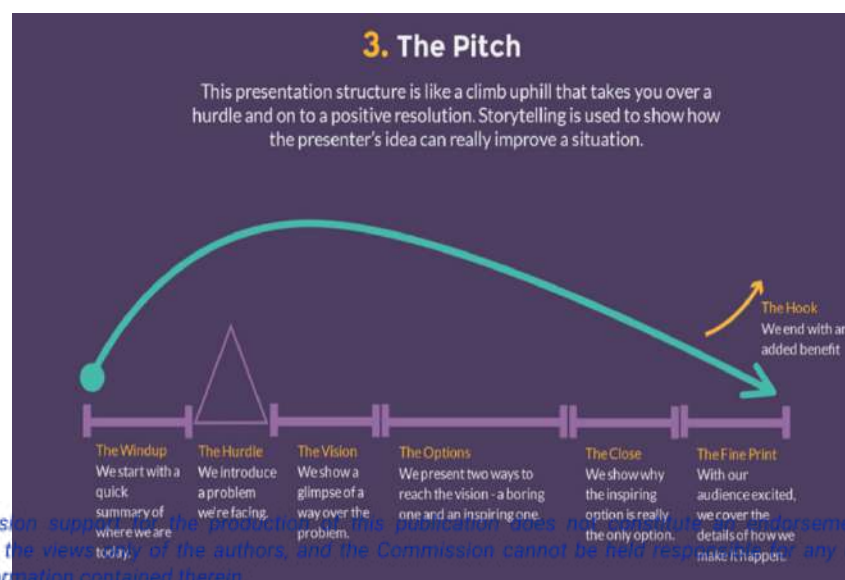
understand. Make sure it's concise if people know with clarity and in a really simplistic way what they need to do to achieve the desired result they are more likely to take action. Make it simple, keep it brief and make it clear.

Ultimately when you are pitching you are creating a need or desire.

Always start with the end in mind and if you create a need, you can elegantly merge your presentation into a pitch.

#### Types of pitch desk

Depending on the type of audience one intends to pitch their ideas and vision, a different type of pitch deck may be required. Investors need different information than customers. Co-founders need more in-depth details than



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the rest of the team. Partners need different reassurances than stakeholders. As such, there are a few different ways to structure a pitch deck.

- Investment pitch deck
- Marketing pitch deck
- Competition pitch deck (e.g. Congresses)
- Opportunity and Vision pitch deck
- Team pitch deck
- Traction pitch deck
- Bonus: Tweet and Elevator pitch (no deck)
- Vision/value proposition
- Types of pitch decks (in terms of purpose)  
<https://www.aleberry.com/blog/what-are-the-different-types-of-decks-or-business-presentations>
- Types of pitch decks (in terms of environment and team)  
<https://theslidequest.com/blogs/news/what-are-the-types-of-pitch-decks>

## 1.2 What is an Elevator Pitch and how is it structured

A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name. It should be interesting, memorable and succinct. It also needs to explain what makes you – or your organization, product or idea – unique.

- Define the problem and relate to it (the audience is thinking “why should I care?”)
- Describe your solution
- Know your target market
- Describe the competition (why your product is unique)
- Share who's on your team.
- Include a financial summary
- Show traction with milestones
- Crafting an elevator speech <https://www.mindtools.com/pages/article/elevator-pitch.htm>

## 1.3 Learn different presentation styles to match your own and that can inspire you

To choose your styles, consider the topic of your presentation; consider your audience and how to perform your call to action. Combine Different Styles for a More Effective Presentation.

Purposes of presentations:

- providing information
- teaching a skill
- reporting progress
- selling a product or service
- making a decision
- solving a problem
- How to decide your presentation method <https://www.skillsyouneed.com/present/presentation-method.html>
- Types of presentation style, how to choose yours <https://blog.hubspot.com/sales/types-of-presentation-styles>

## 1.4 Few steps to follow for an effective presentation

Tips for effective presentation

- Know your audience (research in advance)
- Make an outline of what you will present with 3 or 4 main points: start strongly with a good story, then briefly sum up what you're going to talk about and why it's useful or relevant to your audience.
- Familiarize yourself with the location and equipment before presenting: treat the floor as a stage, relax.
- Use simple sentences: interact with the audience and reiterate the main message, make eye contact.
- Use examples to illustrate your ideas (be logical)
- Practice your presentation.

## 1.5 The outline of an effective presentation

- Engaging icebreakers: start on an engaging foot and break the ice with your audience through a brief activity
- Visual storytelling
- Eye-catching images
- Data visualizations
- Animations
- Simplicity
- Music & Videos
- Guidelines and tips <https://visme.co/blog/how-to-make-a-presentation/>
- Examples <https://slidebean.com/blog/presentation-outline-template-example>

## 1.6 Slide by slide, how to structure every single step in term of graphic, contents and exhibition

- How to structure your presentation:  
<https://www.anu.edu.au/students/academic-skills/writing-assessment/presentations/structuring-your-presentation#:~:text=Just%20like%20other%20forms%20of,the%20significance%20of%20your%20talk.>
- Examples for an appealing graphic presentation <https://visme.co/blog/presentation-structure/>
- When to use graphics (examples) <https://www.inc.com/geoffrey-james/how-to-use-graphics-in-your-presentation.html>
- Time management <https://www.activepresence.com/blog/presentations-and-time-management/>

### Food for thoughts

- What are the basic elements of an Elevator Pitch?
- What graphic/visual elements make a presentation successful?





- How should you conclude your pitching speech in order to be remembered?
- What steps should you follow to prepare an effective pitching?

## Topic 2 - Preparing the pitch



- rally to your side

Explore just a few points more deeply than to cover a bunch of them briefly.

- Emphasis on why we want to achieve our idea  
[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?language=en](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en)
- Focus on the why and the how <https://hbr.org/2021/10/when-pitching-an-idea-should-you-focus-on-why-or-how>
- Basic elements of a pitch deck
  - <https://articles.bplans.com/what-to-include-in-your-pitch-deck/>
  - <https://www.masterclass.com/articles/pitch-deck-guide>

### 2.2 Presentation aspects: how to present these concepts

- Maintain eye contact with the audience
- Use gestures to emphasize points
- Move around the stage
- Match facial expressions with what you're saying
- Reduce nervous habits
- Slowly and steadily breathe
- Use your voice aptly
- Confidence while presenting <https://blogs.lse.ac.uk/careers/2017/05/23/presenting-with-confidence-how-to-pitch/>

### 2.3 Download an effective template

- Various purposes
  - <https://slidesgo.com/pitch-deck>
  - <https://www.magdalena-reith.de/post/the-pitch-deck-outline-content-and-examples>
- Early stage start up: <https://picampus.it/the-5-slides-early-stage-startup-pitch-deck/>
  - Template: [https://docs.google.com/presentation/d/1-YwsaklOL8LirCqPjG-r\\_Y6w7Do2TluUqIMqe8P0Kbk/edit#slide=id.ge4f57e8149\\_2\\_18](https://docs.google.com/presentation/d/1-YwsaklOL8LirCqPjG-r_Y6w7Do2TluUqIMqe8P0Kbk/edit#slide=id.ge4f57e8149_2_18)

### 2.4 Research into the audience: key individual backgrounds

Audience research is designed to establish the size, composition, and characteristics of a group of individuals who are, or could be, potential customers. It's important to note that this research is about the people and individuals who make up your target audience.

It enables you to be customer-centric, rather than product led in your thinking.

In general, there should be three key elements that define a target audience: geographic information (target region); demographic information (quantifiable characteristics that define your ideal customer); psychographic information.

Determine Your Target Audience:

- analyze your customer base and carry out client interviews
- conduct market research and identify industry trends
- analyze competitors
- define who your target audience isn't
- continuously revise
- Know your audience in advance  
<https://whitewateruniversityinnovationcenter.org/startup-success-blog/know-your-audience-before-you-pitch>
- What to know before entering a market <https://articles.bplans.com/6-things-to-consider-before-entering-a-market/>
- Find your market segment <https://www.uschamber.com/co/grow/marketing/finding-your-market-segment>
- Understanding your market  
<https://www.lloydsbank.com/business/resource-centre/business-guides/understanding-your-market.html>
- Know your audience for a public speech <https://www.asme.org/topics-resources/content/public-speaking-know-your-audience>
- Content strategy according to your audience <https://gathercontent.com/blog/understand-audience-inform-content-strategy>

### 2.5 Preparing for the anticipated objections

The four-step method for handling objections is: listen, acknowledge, restate, and answer. There are seven specific methods of handling





objections in different selling situations: substitution, boomerang, question, superior-point, denial, demonstration, and third-party.

- Be an active listener
- Mirror the prospect's objection
- Identify the true objection
- Use empathy to validate the prospect's concerns
- Reframe price objections
- Use evidence to alleviate the prospect's concerns
- Follow up with open-ended questions
- How to defuse objections before someone brings them up  
<https://linkedselling.com/how-to-defuse-sales-objections-before-your-prospect-even-brings-them-up/>
- Common sales objections <https://blog.hubspot.com/sales/handling-common-sales-objections>

## 2.6 Understanding the audience's requirements and mirroring

Understanding your audience provides insights into unmet needs, as well as a thorough knowledge of the environment in which a product is sold. This allows a business to better develop their product/service offering and selling strategy to meet their audience's demands.

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner.

By mirroring the verbal and non-verbal aspects of communication, the ideal seller establishes a trusting relationship with the buyer. As a result, they increase the chances of both a successful transaction and customer satisfaction.

- Begin with active listening
- Mirror energy, don't mirror emotion
- Try to shift a negative experience
- Pay attention to how mirroring is affecting you
- Predicting your target audience needs:  
<https://uxplanet.org/how-to-effectively-predict-what-your-target-audience-needs-e667bd5b6968>
- What is mirroring and how to put it in practice:  
<https://www.itproportal.com/features/the-concept-of-mirroring-in-marketing-what-it-is-and-how-to-put-it-into-practice/>
- Mirroring body language tips <https://www.scienceofpeople.com/mirroring/>

## 2.7 Plan your pitch in 3 variations: One-minute, 5/10-minutes and 45-minute version

- **One-minute pitch** - state your company name, tag line, who you serve and key benefits to the target customer.
- Three-minute pitch = the elevator pitch - enough time to develop a narrative about what your company does, for whom you do the things you do, and why. Practice so you have a 30 seconds buffer.
- **5-10-minute pitch** - the most common pitch or business plan competition format. In real life, this is the pitch for a pitch: if you give this pitch to a potential investor and spark their interest, you may earn 45 minutes with that same potential investor.
- **45-minute pitch** - in-depth pitch you will need to earn by performing your 10 minute pitch superlatively. Usually divided into 20-30 minutes of presentation (less is more) plus discussion.
- Managing different durations: <https://www.acethepresentation.com/manage-time-during-a-presentation/>
- Typical pitch durations: <https://orbit-kb.mit.edu/hc/en-us/articles/205147056-What-are-typical-pitch-durations-for-a-startup->
- Neuroscience of maintaining the attention  
<https://www.inc.com/carmine-gallo/why-your-next-pitch-should-follow-teds-18-minute-rule.html>

## Food for thoughts

- What key information about the market and the audience you are presenting your product should you research about?
- Considering various lengths available for your speech, what additional information should be added from time to time in order to always produce an efficient pitching?
- How should you present the most relevant characteristic of your business idea?
- During your speech, what should you observe to understand your audience's reaction, in order to adapt your presentation?

## Topic 3 - During a pitch



This chapter focuses on the effective behavior to maintain during your presentation. Starting with gaining and keeping control over the audience, the students will learn how to engage potential investors and what to avoid during the pitch; how to show confidence and credibility through body language; the importance of adapting to the audience's culture and grow in that market; how to deal with objections and how to transform them in potential win-win situation.

### 3.1 Overview of how to start, lead, conduct and maintain control during a pitch

With a robust audience management system, you can report the customer experience more accurately than the customer surveys. Even the little details about your customers can be recorded and used while targeting them.

Tell the audience in advance when you will be taking questions or eventually anticipate questions in advance. Make eye contact with the questioner and always take a brief

pause before launching into your answer; be sure that you understand the question they are asking or point that they're making.

To maintain calm during your pitch practice in advance, use notes, breath and speak slowly, following the structure you have prepared in advance.





- Protect your idea before the pitch <https://www.nibusinessinfo.co.uk/content/5-ways-protect-your-idea-during-business-pitch>
- Managing presentation nerves <https://www.mindtools.com/pages/article/PresentationNerves.htm>
- Maintain control during a presentation <https://www.syntaxis.com/maintaining-control-of-a-presentation>

### 3.2 What mistakes to avoid in order not to lose the investor's attention

Engage the audience: get them interested, give them a reason to listen. Tell a story, share a personal experience; Relate to a recent event or piggyback on a previous speaker's remark or theme. Point out something important about the audience or the current setting.

With real stories and anecdotes, less dense and easier to understand, you will be able to capture the curiosity of your listeners. Also, you can include lots of resources in your speech to make it more dynamic: videos, for example, use the power of image and sound to draw all eyes to your projection.

- Grab your audience's attention <https://www.presentationxpert.com/spark-a-fire-5-tips-to-grab-and-hold-audience-attention>
- How to annoy your audience
  - <https://virtualseech.com/blog/avoid-annoying-audience-public-speaking>
  - <https://www.linkedin.com/pulse/12-ways-you-destroy-audience-attention-speaker-richard-lock>
- Investors' pet peeves <https://www.forbes.com/sites/civinction/2022/06/29/thanks-to-my-queerness-i-am/?sh=54e434f>

### 3.3 The importance of body language, voice tone and non-verbal signs and how to interact during the pitch

We use nonverbal cues to speak to others through our facial expressions, body movements, posture, eye contact, hand gestures, tone and volume of voice, and micro-expressions that hold meaning for us as well as for our audience.

If you're trying to persuade an audience to support your ideas, your body language must support you. Shady gestures like shifting eyes, fidgeting, or smirking will arouse suspicion. Open arms, small gestures, and facial expressions that show positive emotion will engage your audience and make you believable.

Don't slouch – In almost all presentation situations, your posture should be upright and open. This will make you look and feel more confident, and it will invite your audience in rather than pushing them away.

A good persuasive presentation uses a mixture of facts, logic, and empathy to help an audience see an issue from a perspective they previously discounted or hadn't considered.

- Tips for body language and non-verbal communication during a pitch <https://www.pgi.com/blog/2016/06/7-body-language-presentation-tips-engage-audience/>
- Guide to public speaking <https://geekactuary.com/en/public-speaking-the-complete-guide-to-tone-of-voice-body-language-and-their-implementation/>

### 3.4 Understanding cultural aspects: different pitches for different geographies

Racial and ethnic background, like all cultural context, can shape an audience's expectations around a speaker's performance, including body language; interactivity; metaphors; figures of speech; and vocal tone, pitch, and rate.

Odds are that any real world audience that you encounter will have an underlying multicultural dimension. As a speaker, you need to recognize that the perspective you have on any given topic may not necessarily be shared by all of the members of your audience.

Culture is the one thing that enables marketers to create greater engagement, relevance and grow their business. The failure to acknowledge the importance of culture to brand- and business-building is the same as deciding that you're okay with being at a competitive disadvantage.

- Cultural differences in a multicultural audience <https://courses.lumenlearning.com/wm-publicspeaking/chapter/cultural-difference-and-multicultural-audiences/>
- Profiling your audience <https://glocalities.com/whatwedo/whatweoffer>
- Importance of diversified content marketing <https://mastertcloc.unistra.fr/2018/11/26/how-cultural-differences-affect-your-content-marketing-strategy/>
- Cultural sensitivity of your brand <https://toppandigital.com/translation-blog/cultural-sensitivity-market-brand-culture>

### 3.5 Mastering the objections to a Win-Win situation

Objection handling is the act of tactfully responding to a lead's concern by showing empathy and stating a sound rebuttal that overcomes their hesitation and continues moving the deal forward.

Listen carefully to the objection and confirm your understanding by asking a qualifying question. Answer objections with the appropriate solution and confirm that it covers their objection.

A win-win situation is the result of a mutual-gains approach to negotiation in which parties work together to meet interests and maximize value creation. In a win-win negotiation, when both sides are satisfied with their agreement, the odds of a long-lasting success are much higher.

To help you reach a win-win resolution:

- Remember the audience goals
- Evaluate your expectations
- Create mutually beneficial opportunities
- Remain objective
- Be honest about any potential issues.
- Guide to handle objections <https://www.socoselling.com/how-to-overcome-objections/>
- Converting clients <https://www.teamleader.eu/blog/converting-clients-101-negotiation-objection-handling>
- Objection vs Negotiation <https://www.saleshacker.com/10-tips-negotiation-objection/>

### 3.6 Objection handling exercise/role play - practice

- Effective objection-handling practice <https://about.gitlab.com/handbook/customer-success/solutions-architects/sa-practices/effective-objection-handling-practice/>







- Sales training <https://www.5percentinstitute.com/fun-sales-training-games-5-x-activities-worth-doing/>

### Food for thoughts

- What mistakes should you avoid during your presentation in order to maintain your audience's attention?
- What language and body language should you adopt while pitching?
- Why is it important to learn about the culture of your potential clients?
- What are the most useful soft skills to exercise during your speech?

### Case studies

*Instructions: provide 2 case studies / good examples based on the Module and explain in brief why this knowledge/skills are important and useful for NEETs and young people.*

#### Title of the case study 1: Twoodo pitch presentation by David Arnoux

Description of the case study: [https://www.youtube.com/watch?v=7a\\_lu7ilpnl](https://www.youtube.com/watch?v=7a_lu7ilpnl)



The presenter starts explaining the goal: bring chaos into order, reorganize yourself. The applications will reinvent online collaboration. He starts with a story, about agricultural tools that stayed the same for centuries until they were all integrated into a single machine. During the speech he says jokes and tends to exaggerate the problem they want to solve, in order to present even better their product: “we are not computers, we need something to help us”; he says that the application can empower people and teams.

The innovation is the command box: a single sentence in an actionable conversation can simultaneously activate multiple apps, without the need to open them or switch between pages. The app is also available on multiple devices, “you only need to type and swipe); they are also working on an algorithm that will recognize different

languages, in order for Twoodo to be even more easy to use.

After the description of the product, he goes on bringing up the CEO of a famous company, telling the audience he uses and loves it; after a precise description of data regarding potential users, market and competitors, he even tells that their principal competitor praised their product for its functionalities.

He builds the final part of the speech anticipating questions, to highlight important facts that would have not fit into the description of the product. He presents his team and their previous jobs: not only they are reliable because they know the sector they want to participate in, they also have been friends for 8 years, they are just normal people that want their lives and the others' easier. After defining the precise sum of money they need to launch the application, he summarizes the whole presentation and encourages the audience to join their cause.

**Key takeaways:** keeping audience attention, highlighting the best characteristics of your product and how they solve the problem, present precise data regarding market and competitors, keep the speech short and efficient.

#### Title of the case study 2: iPhone pitch presentation by Steve Jobs

Description of the case study: <https://www.youtube.com/watch?v=x7qPAY9JqE4>

Every once in a while, a revolutionary product comes along. Jobs starts summarizing what revolutionary product they brought into the market.

Then, he presents the key characteristics of their next product: a widescreen iPod with touch controls, a revolutionary mobile phone and breakthrough Internet communicator; he repeats them many times, with pauses and engaging the audience, to emphasize the importance of the moments. They will all be in the same device, the iPhone. The crowd's attention is kept thanks to many jokes, and with immediate and funny visuals.

Before describing the product, he talks about their competitors and the problems of their product: with easily understandable visuals, he explains why they are on top of their category.

The problems of other phones is that they have plastic, wide and fixed controls that cannot be adapted to all interfaces: what happens if you have an incredible idea after 6 months? Do you have to change the whole product to realise it? Apple already solved the problem with a widescreen PC and a pointing tool, the mouse, so they will create a phone with a big screen and the most accurate pointing tool, our fingers. He jokes: everyone is born with the patent to use it.

He goes on describing the phone, its interface and the interplay of hardware and software they invented.





He's dressed simply, with clear glasses to look at the audience and a pen to look professional. He keeps making smart jokes, he divides the speech into short sections: presentation of the main topic, description, repetition of the main message he wants us to understand. He is supported by funny and clear visuals.

**Key takeaways:** keeping audience attention, highlighting the best characteristics of your product and how they solve problems, how to face competitors, efficient visuals.

## Activities

(Add a new table for every activity, 3 in total and keep in mind that we should embed the PR1 tools, at least one among the 3 activities. Check suggestions on last page [here](#))

Title of activity: SELL ME A PRODUCT YOU DON'T LIKE	
Format: (face to face, online, hybrid)	Face to face, online, hybrid
Learning objectives	Highlight the most important characteristics of a product, recognise its objective benefits, control your body language and attitude in any occasion
Material/equipment needed	Technical equipment to show a presentation (not necessary)
Description of the activity	Each student must prepare a pitch presentation that will convince to invest/buy a product the student doesn't like. In this way, the student will have to research about the product, investigate its market and buyer; also, the student will have to control their body language, that must not reveal they dislike the product. This activity will prepare the students for any future request they could have to satisfy: they must be professional and produce a convincing presentation even if their attitude wouldn't be naturally positive towards the product.
Debriefing questions	What solution does this product offer to what problem? What are the potential buyers of it? What characteristics could convince people to invest in it? What body language should I use during my speech to show confidence about what I'm selling?
Allocated time	Unspecified duration of the speech
How can this activity be adapted in a different format?	If applicable
Notes for the trainer/facilitator	Assign a product which characteristics/creator/market are not against personal ethical beliefs of the students.

Title of activity: MASTERING OBJECTIONS	
Format: (face to face, online, hybrid)	Face to face, online, hybrid
Learning objectives	React to any objection to your speech professionally, be confident and present your product as the most efficient solution to the problem thanks to its characteristics.
Material/equipment needed	Technical equipment to show a presentation (not necessary)
Description of the activity	Three students will be the objectors in the simulation. They will have to interrupt the speech to ask something regarding the characteristics that the presenter is highlighting: the latter must maintain control of the situation and answer professionally and confident about their product.
Debriefing questions	What solution does this product offer to what problem? What body language should I use during my speech to show confidence about what I'm selling? What are the more probable questions that could be asked regarding my product?





Allocated time	Unspecified duration of the speech
How can this activity be adapted in a different format?	If applicable
Notes for the trainer/facilitator	If the presenter is particularly sensitive and shows excessive discomfort, don't insist on the activity and change the people involved.

<b>Title of activity: NO TIME TO STAMMER</b>	
Format: (face to face, online, hybrid)	Face to face, online, hybrid
Learning objectives	Present a product with speeches of different duration, be convincing and think about the most peculiar characteristics that make your product and your presentation unique.
Material/equipment needed	Technical equipment to show a presentation (not necessary)
Description of the activity	Three students are assigned the same product to present. The objective is to prepare speeches that will be as much as possible different from your contestants, in order to win the audience's attention. They will have to imagine how potential competitors would sell the same product and what characteristics potential buyers would prefer to be introduced to.
Debriefing questions	What solution does this product offer to what problem? What are the potential buyers of it? What characteristics could convince people to invest in it? What body language should I use during my speech to show confidence about what I'm selling? How could I, as a seller, be different from my competitors?
Allocated time	One-minute, 5 and 15 minutes presentations
How can this activity be adapted in a different format?	If applicable
Notes for the trainer/facilitator	Choose three students that have the same presentation style, don't put a shy student against a visibly confident one in order for the challenge to be fair.

## Further reading

<b>RESOURCE 1</b>	
Link: <a href="https://concept.uwaterloo.ca/40727/">https://concept.uwaterloo.ca/40727/</a>	
Resource title	"Pitch Perfect: A Mini Guide to Pitching"
Resource type	Web article
<b>RESOURCE 2</b>	
Link: <a href="https://online.hbs.edu/blog/post/how-to-pitch-a-business-idea">https://online.hbs.edu/blog/post/how-to-pitch-a-business-idea</a>	
Resource title	"HOW TO EFFECTIVELY PITCH A BUSINESS IDEA"
Resource type	Web article
<b>RESOURCE 3</b>	





Link: <a href="https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples">https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples</a>	
Resource title	“How To Give an Elevator Pitch (With Examples)”
Resource type	Web article
<b>RESOURCE 4</b>	
Link: <a href="https://www.indeed.com/career-advice/career-development/idea-pitch">https://www.indeed.com/career-advice/career-development/idea-pitch</a>	
Resource title	“How To Pitch an Idea in 6 Steps”
Resource type	Web article
<b>RESOURCE 5</b>	
Link: <a href="https://www.coursera.org/lecture/wharton-entrepreneurship-opportunity/4-1-the-elevator-pitch-eQAis%20">https://www.coursera.org/lecture/wharton-entrepreneurship-opportunity/4-1-the-elevator-pitch-eQAis%20</a>	
Resource title	“The Elevator Pitch”
Resource type	Video, 7 minutes
<b>RESOURCE 6</b>	
Link: <a href="https://www.youtube.com/watch?v=WHDqvBugpVk">https://www.youtube.com/watch?v=WHDqvBugpVk</a>	
Resource title	“How to Make a Pitch Deck (+ Pitch Deck Template Created by Investment Experts)”
Resource type	Video, 8 minutes
<b>RESOURCE 7</b>	
Link: <a href="https://york.ie/blog/startup-elevator-pitch-examples-for-entrepreneurs/">https://york.ie/blog/startup-elevator-pitch-examples-for-entrepreneurs/</a>	
Resource title	“Startup Elevator Pitch Examples for Entrepreneurs (+Template)”
Resource type	Web article
<b>RESOURCE 8</b>	
Link: <a href="https://articles.bplans.com/what-to-include-in-your-pitch-deck/">https://articles.bplans.com/what-to-include-in-your-pitch-deck/</a>	
Resource title	“The 11 Slides You Need to Have in Your Pitch Deck for 2022”
Resource type	Web article
<b>RESOURCE 9</b>	
Link: <a href="https://articles.bplans.com/how-to-pitch-to-investors-in-10-minutes-and-get-funded/">https://articles.bplans.com/how-to-pitch-to-investors-in-10-minutes-and-get-funded/</a>	
Resource title	“How to Successfully Pitch Your Business Idea to Investors”
Resource type	Web article
<b>RESOURCE 10</b>	
Link: <a href="https://www.neoito.com/blog/pitch-your-tech-startup-ideas/">https://www.neoito.com/blog/pitch-your-tech-startup-ideas/</a>	
Resource title	“17 Pro Tips to Pitch Your Tech Startup Ideas Effectively”
Resource type	Web article





## References

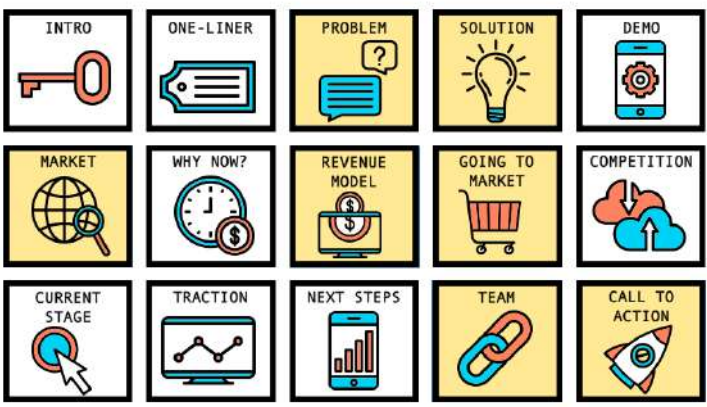
<b>RESOURCE 1</b> Links: <a href="https://orenklaff.com/books/">https://orenklaff.com/books/</a> or <a href="https://www.audible.com/pd/Pitch-Anything-Audiobook/1639294759">https://www.audible.com/pd/Pitch-Anything-Audiobook/1639294759</a>	
Resource title	“Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal”
Resource type	Training book
National/European level	International
Brief description of the content outline (special attention to topics covered and practical activities)	When it comes to delivering a pitch, Oren Klaff has unparalleled credentials and he describes his formula to help you deliver a winning pitch in any business situation. Whether you’re selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, “Pitch Anything” will transform the way you position your ideas. According to Klaff, creating and presenting a great pitch isn’t an art- it’s a simple science. Applying the latest findings in the field of neuro-economics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you’ll remain in complete control of every stage of the pitch process. Apply the tactics and strategies outlined in “Pitch Anything” to engage and persuade your audience - and you’ll have more funding and support than you ever thought possible.
How does it relate to this module of SOSUSK PR2?	This book is practical, fast and offers a new method that will differentiate new entrepreneurs’ presentations from the rest of the pack. This book can be very useful for NEETs interested in green or social entrepreneurship to become aware and learn on how to pitch a product, raise money, or close a deal. All principles are described in the book in order to explain how to have better presentations and business interactions.
Notes	Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: <b>S</b> etting the Frame; <b>T</b> elling the Story; <b>R</b> evealing the Intrigue; <b>O</b> ffering the Prize; <b>N</b> ailing the Hookpoint; <b>G</b> etting a Decision. Klaff is the best in the business because his method is much better than anyone else’s.

<b>RESOURCE 2</b> Link: <a href="https://stripe.com/atlas/guides/pitching">https://stripe.com/atlas/guides/pitching</a>	
Resource title	“Pitching your early stage startup”
Resource type	Short online guide
National/European level	International
Brief description of the content outline (special attention to topics covered and practical activities)	<ul style="list-style-type: none"> <li>• Know your audience for pitching in the proper way</li> <li>• Sell yourself and your team</li> <li>• Communicate concrete details</li> <li>• Target an attractive market</li> <li>• Share unique insight</li> <li>• Focus on nascent greatness</li> <li>• Highlight evidence of success</li> <li>• Ship a compelling prototype</li> <li>• Have fun, but calibrate well</li> <li>• Get an intro if it would be great</li> <li>• Keep going regardless</li> </ul>
How does it relate to this module of SOSUSK PR2?	Many outcomes important to startups are gated by pitching: the ability to quickly tell someone about your company and make them intrigued enough to want to learn more. NEETs with an entrepreneurial attitude can pitch their future company to everyone - potential employees, investors, and prospects. This information could be very useful for new entrepreneurs once their startup is created and they are





	looking for new partners, business investors or associates for their green or social business model.
Notes	These information are not on sale but they are free online.

<b>RESOURCE 3</b>	
Link: <a href="https://entrepreneurshandbook.co/https-medium-com-sinemgnel-the-ultimate-guide-for-pitching-sinem-guenel-56ba0dc5252">https://entrepreneurshandbook.co/https-medium-com-sinemgnel-the-ultimate-guide-for-pitching-sinem-guenel-56ba0dc5252</a>	
Resource title	“The Ultimate Pitching Guide”
Resource type	Short online guide
National/European level	International
Brief description of the content outline (special attention to topics covered and practical activities)	<p>This article resumes a guideline that will lead the user through all elements a pitch could include and according to the author’s experience, all the must-haves of a great pitch are highlighted.</p> 
How does it relate to this module of SOSUSK PR2?	When starting a new business, public pitches might be highly present on your agenda. And to be honest, every new entrepreneur should keep his/her eyes open to present his/her idea to as many people as possible to get valuable feedback and further develop the single idea and business. That is why for NEETs interested in green and social entrepreneurship, this brief and practical information, all based on business experience, could be useful for their future.
Notes	Article is based on the experience of Sinem Gunel, which - to make the comprehension of the argument easier – used in the guide one of her projects (the MyFutureAcademy, founded in 2018), as an example to empower young people to live up to their full potential.

<b>RESOURCE 4</b>	
Link: <a href="https://fi.co/pitch_deck">https://fi.co/pitch_deck</a>	
Resource title	“From pitch deck templates to delivering great presentations (exercises)”
Resource type	Online toolkit of exercises
National/European level	International
Brief description of the content outline (special attention to topics covered and practical activities)	<p>In order to clearly communicate why a given audience should care about your business, one of your most powerful tools in achieving this objective is the pitch deck. Early-stage founders can use (on the basis of the time that they have at disposal for a presentation) templates to create visual presentations that provide brief overviews of business value propositions, market opportunities and metrics. The content outline resumes the following topics, explaining the theory and the practical template to be used:</p> <ul style="list-style-type: none"> <li>• Elevator Pitch Template</li> <li>• One-Minute Pitch Template</li> <li>• Simple Pitch Deck Template (To edit and use, click “File” and then “Make a Copy”)</li> <li>• Long Template</li> <li>• Angel/VC Template</li> </ul>





How does it relate to this module of SOSUSK PR2?	These templates could be useful as exercises for the NEETs interested in launching new business ideas as entrepreneurs for facing future pitching situations in front of potential partners or investors. They explain how to pitch your startup, starting from completing some very simple templates.
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<b>RESOURCE 5</b>	
Link: <a href="https://www.indeed.com/career-advice/career-development/perfect-elevator-pitch">https://www.indeed.com/career-advice/career-development/perfect-elevator-pitch</a>	
Resource title	How To Create the Perfect Elevator Pitch
Resource type	Video tutorial
National/European level	International
Brief description of the content outline (special attention to topics covered and practical activities)	<p>Video by a professional Indeed coach on the steps to craft the perfect elevator pitch.</p> <ul style="list-style-type: none"> <li>• What is a perfect elevator pitch?</li> <li>• What to include in a perfect elevator pitch</li> <li>• How to create the perfect elevator pitch</li> <li>• Tips for writing an elevator pitch</li> <li>• Examples on where you are going under 2 minutes of presentations</li> </ul>
How does it relate to this module of SOSUSK PR2?	Presenting the importance of pitching would enrich the knowledge of NEETS keen on green and sustainable entrepreneurial new activities. A focus on pitching will provide a practical framework for developing specific and targeted skills on how to present the business idea to investors, potential partners, business angels or crowd funders. This general information can introduce the NEET to some foundational concepts of entrepreneurship, including the clearer definition of the business idea, and the development of some skills related to public speaking.

## Quiz

**Q1.** What is the main characteristic of an elevator pitch?

- A. Repetitive
- B. Short
- C. Detailed
- D. Improvised

**Q2.** What is the right attitude to show during a pitching speech?

- A. Modesty
- B. Fussy
- C. Arrogance
- D. Confidence

**Q3.** What are the things you should highlight during your product's presentation?

- A. Unresolved problematics
- B. Basic functionalities
- C. Uniqueness and potential
- D. Uncertainties regarding its market placement

**Q4.** What kind of language should be used while pitching?

- A. Easygoing and eloquent
- B. Technical and heavily articulated
- C. Solemn and aulic
- D. Aloof and vague

**Q5.** What are the elements of your business you should present precisely?

- A. Competitors
- B. Team members
- C. Planned cost analysis
- D. Your educational background

**Q6.** What body language should be avoided while pitching?

- A. Affable look
- B. Crossed arms





- C. Charismatic smile  
D. Loose movements
- Q7.** How should you prepare before a networking event?
- A. Give yourself a full day of relaxation, don't prepare any speech in order for it to be more genuine  
B. Lower the amount of money you'll declare necessary for your project in order for more investors to participate in it  
C. Research about competitors and what characteristics make your business different, prepare a consonant presentation for the audience and its culture  
D. Research about competitors' characteristics your product also have, in order to highlight your similarities
- Q8.** What does "mirroring" mean and when should it be done?
- A. To adapt a body language that will catch your audience's attention and will make them comfortable  
B. To repeat questions in order for everyone in the audience to understand what has been said  
C. To firmly observe your audience to understand their reaction to your presentation  
D. To make someone get on stage with you in order for the audience to physically participate to your presentation
- Q9.** What visual elements must be present in a successful presentation?
- A. Funny animations and quirky font  
B. Clear format and significant graphs  
C. Detailed texts and plain images  
D. Humorous slides' transitions and pictures
- Q10.** How should you start the pitch in order to catch the audience's attention?
- A. Presenting your credentials and educational background  
B. Creating expectations regarding the uniqueness of your business  
C. Justifying the fact that you are being anxious because you are very excited to be there  
D. Telling a personal catchy anecdote

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