

Get your PITCH PERFECT

Design and deliver a presentation to maximize effect.



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We all have both presented to a group or an individual and received a presentation as well. Have you ever thought about why such a comprehensive presentation was not received well when it had every detailed piece of information necessary? Or have you ever received a presentation and wished the presenter would get to the point?

Well, the same psychology behind putting together investor pieces is essential for presentations of all sorts. Those would include, for example, presentations on salary negotiation, interviewing, and training programs. It doesn't matter what is pitched. But how you deliver the presentation matters greatly.

When you create your pitch, I suggest two separate formats that you can piece together and tailor to your presentation. Both are found in my book, *The Principles of Cartel Disruption*:

Accelerate and Maximize Performance. Both methods may be intertwined at times.

The BASE Method, outlined in 10 points below, is an approach I developed in conjunction with Steve Zamierowski, an outstanding business plan coach at Tufts University. This template will assist you in crafting your proposal thoroughly.

However, you must also take into consideration the factors of human behavior as they relate to the STRONG Method developed by Oren Klaff. I have reviewed many pitch decks in my day, but I have seen both the BASE and the STRONG Methods to be tremendously successful.

With the BASE Method, you should have no more than a ten-slide deck. This would include:

1. Title slide;
2. Problem that requires addressing;
3. Value proposition solution;
4. Underlying magic;
5. Your business models or methods;

6. Strategy;
7. Competition addressed;
8. Management and advisory team as applicable;
9. Basic financials that may be applicable; and
10. Current status or offer.

A few extra slides may be used to enhance and individualize the presentation.

Being upfront in the presentation is essential, such as in this example: "We are asking for \$X now to fund this project or business, and we know the projections that we give may be wrong and will likely be adjusted." The same would be true for billion-dollar projects.

KLAFF'S WEAPONS AND TACTICS

The second item that you need to learn to present your pitch and presentation involves the weapons and tactics as explained by Klaff. You have to understand what drives human beings' behavior in receiving a presentation.

Klaff explains how our brains have evolved. The old brain, or crocodile brain, as he calls it, was developed millions of years ago to process fight-or-flight responses to keep us alive. The croc brain filters from a basic survival level. If the information is not needed, it is disregarded.

According to Klaff, croc brain filters information in the following ways:

- If it is not dangerous, ignore it;
- If it is not new and exciting, ignore it;
- If it is new, summarize it as quickly as possible, and forget about the details; and
- Do not send anything up to the neocortex for problem-solving unless you have a situation that is really unexpected and out of the ordinary.

Pitches and presentations tend to originate from the neocortex of the brain, the problem-solving area, but are received by the croc brain, which filters the importance of information. The croc brain looks for concrete evidence, not



WHEN YOU PITCH, ALWAYS FINISH EARLY. IF YOU GO OVER, YOU LOSE. NEVER PRESENT MORE THAN 20 MINUTES. I REVIEWED A PITCH FROM A VERY PRESTIGIOUS SENIOR EXECUTIVE WHOSE FIRM WAS CONSIDERED TO BE ICONIC IN THE MANAGEMENT CONSULTING AND VENTURE INDUSTRY. EVERYONE WAS AFRAID TO TELL HIM THE TRUTH ABOUT WHY HE WAS NOT GETTING THE FUNDING. HE WENT ON FOR 45 SLIDES AND AN HOUR AND 10 MINUTES IN LENGTH. I TOLD HIM THE TRUTH: I LOST INTEREST, AND MOST HUMANS WOULD, AFTER THE 20-MINUTE POINT. HE APPRECIATED THE CANDOR AND NAILED HIS NEXT FINANCING TRIP.

nuances. If you give too many details, the croc brain will discard or ignore your information.

Your message must be simple to get through to the croc brain. You need an emotional story so that it's memorable. Also, you have to command attention through social status. Finally, you can't appear desperate or needy. Set the scenario so they come to you. Klaff suggests to pitch it STRONG: "Set the frame, Tell the story, Reveal the intrigue, Offer the prize, Nail the hook point, and Get the deal."

Once you understand how the brain works, it's time to take frame control. A frame is an instrument you use to gain power, authority,



LANGUAGE THAT WORKS TO IMPROVE VACCINE ACCEPTANCE

Communications Cheat Sheet

strength and control in your business communication. If your frame wins, your ideas will be accepted, but if it fails, you are at the mercy of the other person.

Pitching is about being the alpha and the leader. If you're the beta and follower, you lose. Understanding how to apply power frames is one of the most important skills that you will learn in business.

When you pitch, be dynamic. Create curiosity and desire. Make the buyers qualify themselves to do business with you. Protect your status when it comes to changing agendas, meeting times or who will attend. Understand that being strong is important, and it is not about money. Your time is limited. You require respect, attention and status before anyone is going to invest in you and your ideas.

If you go to an investor, customer or prospective employer's office, be prompt or be early. Hold the expectation that your investor, customer and/or employer will be on time and respect you as well. We are not talking about extraordinary force-majeure situations such as floods or major storms, strikes, car accidents or other emergencies that are a part of life. Don't let yourself get beta-trapped by having to wait for extended periods in the lobby. Your time needs to be respected. It's your responsibility to hold this boundary.

When you pitch, always finish early. If you go over, you lose. Never present more than 20 minutes. I reviewed a pitch from a very prestigious senior executive whose firm was considered to be iconic in the management consulting and venture industry. Everyone was afraid to tell him the truth about why he was not getting the funding. He went on for 45 slides and an hour and 10 minutes in length. I told him the truth: I lost interest, and most humans would, after the 20-minute point. He appreciated the candor and nailed his next financing trip.

PERSONAL VALUE PROPOSITION: BE SUCCINCT

By the same token, when appropriate to deliver a value proposition of yourself, be succinct and

direct. For example, in my value proposition for a board/board advisor, "What I can bring to a board/board advisory role" are these two strengths:

- An uncanny ability to find a path to a sea change in the compound annual growth rate. I grew my companies by a 30X increase in enterprise value and currently advise management that has grown by 3X and 5X; and
- An ability to envision synergistic partnerships, alliances and M&A targets.

Present your value proposition points in 20 seconds. The prospect will remember one or two.

Key takeaways:

- Don't detail your audience to death. Convey a simple message;
- Be dynamic. Give them something new and create curiosity with your pitch or presentation; and
- Get to the point and don't put them to sleep. Never present for more than 20 minutes and don't exceed a 20-second value proposition of yourself. ■

DAVID RADLO is the best-selling author of *The Principles of Cartel Disruption: Accelerate and Maximize Performance*, is an internationally-recognized expert in leadership, innovation and growth. He is a partner with RB Markets-Achievemost, a Masters professional outside director, a growth coach, and an International Fortune 500 speaker. He is experienced in the US and globally, building sustainable consumer food brands such as Born Free, Farmer's Best, and Egg-Land's Best, and has personally negotiated agreements with Fidel Castro. Radlo works with senior executives, venture firms, private, public, family and college entities. His accomplishments in his 28 years as a CEO include delivering a six-fold increase in earnings before interest, taxes, depreciation and amortization (EBITDA), and a 30-fold increase in enterprise value. He is a graduate of Tufts University and NYU's Stern School of Business.

TIPS



TAILOR YOUR MESSAGE FOR YOUR AUDIENCE. *Americans' perceptions about vaccines and their safety differ by political party, race, age, and geography.*



EXPLAIN THE BENEFITS OF GETTING VACCINATED, NOT JUST THE CONSEQUENCES OF NOT DOING IT. *Say, "Getting the vaccine will keep you and your family safe," rather than calling it "the right thing to do." Focus on the need to return to normal and reopen the economy.*



TALK ABOUT THE PEOPLE BEHIND THE VACCINE. *Refer to the scientists, the health and medical experts, and the researchers - not the science, health, and pharmaceutical companies.*



AVOID JUDGMENTAL LANGUAGE WHEN TALKING ABOUT OR TO PEOPLE WHO ARE CONCERNED. *Acknowledge their concern or skepticism and offer to answer their questions.*



USE (AND REPEAT) THE WORD "EVERY" TO EXPLAIN THE VACCINE DEVELOPMENT PROCESS. *For example: "Every study, every phase, and every trial was reviewed by the FDA and a safety board."*

Use These Words MORE:

Use These Words LESS:

The benefits of taking it

The consequences of not taking it

Getting the vaccine will keep you safe

Getting the vaccine is the right thing to do

A return to normal

Predictability/certainty

Your family

Your community

Medical experts

Scientists/health experts

Research

Discover/create/invent

Medical researchers

Drug companies

Damage from lockdowns

Inability to travel easily and safely

A transparent, rigorous process

The dollars spent; number of participants

Safety

Security

Pharmaceutical companies

Drug companies

Advanced/groundbreaking

Historic

Vaccination

Injection/inoculation

America's leading experts

The world's leading experts

Skeptical/concerned about the vaccine

Misled/confused about the vaccine

