

HOSTED BY



Innovate UK
Technology Strategy Board

INNOVATE UK 2014

THE GLOBAL SPOTLIGHT
ON UK INNOVATION



PITCH WORKOUT

THE ART OF PITCHING

Julie Collins

Pitch Consultant



INNOVATEUK2014

THE GLOBAL SPOTLIGHT
ON UK INNOVATION

JULIE COLLINS



- Strategic marketing, new product development, branding
- Now pitch specialist – consultancy, mentoring and training
 - Pitching for investment
 - Pitching for new business
 - Pitching at exhibitions
 - Pitching face to face
- Clients are excellent technically and operationally, but not at selling = not as successful as they deserve to be!

INNOVATEUK2014

THE GLOBAL SPOTLIGHT
ON UK INNOVATION

BIGGEST PITFALLS

- Pitch too soon
- Talk facts, features, too much tech – boring!
- No enthusiasm or personality to build rapport
- Not linked to any customer need



INNOVATEUK2014

THE GLOBAL SPOTLIGHT
ON UK INNOVATION

THE ART OF PITCHING

- Ask key questions
 - What is it?
 - Why would anyone need it or be interested?
 - So what? WIIFM?
 - Benefits and competitive advantage?
 - Make it interesting! – story? Example? Case study?
Paint a picture? Verbal imagery?



INNOVATEUK2014

THE GLOBAL SPOTLIGHT
ON UK INNOVATION

REMEMBER...

- People buy from people – engage and build rapport
- But they also need a reason to buy! – need or want
- Technology is just technology without a need, with a need it's a business opportunity!



INNOVATEUK2014

THE GLOBAL SPOTLIGHT
ON UK INNOVATION

BRIEF FOR PITCH ACTIVITY

- Divide into 15 groups and decide who will pitch
- Put together 30 second pitch
- Think about key questions
- 10 minutes to complete
- All will then pitch – audience choose best pitch and judges choose their best pitch based on ‘would we buy?’ – clarity of message, link to need, credibility and rapport, enjoyment and enthusiasm

PITCH CONTEST

- 30 second pitches
- Best pitch
 - Audience vote
 - Judges vote



INNOVATEUK2014

THE GLOBAL SPOTLIGHT
ON UK INNOVATION

CLOSE

- Thank you for joining in, any further questions?
- Contact me if you need to sell yourself better
 - Email julie@collinscollins.co.uk
 - Follow me on Twitter @TrainPitchSell
 - Find me on LinkedIn!
uk.linkedin.com/pub/julie-collins/13/5ba/54
- Over to Mitra



HOSTED BY



Innovate UK
Technology Strategy Board

INNOVATE UK 2014

THE GLOBAL SPOTLIGHT
ON UK INNOVATION

