



The perfect Fairtrade elevator pitch

The perfect elevator pitch in three steps

We all know that we only have one chance to make a good first impression. For that reason, you can prepare an Elevator Pitch or to put it briefly, a pitch. However, when most people think of an Elevator Pitch, they literally think of a corny one minute sales pitch in an Elevator: "This is an amaaaazing product, it has got these sensational features which are out of this world! You should definitely buy it now!". This is a big misconception.

What is an Elevator Pitch

An Elevator Pitch can be defined as:

"A very concise presentation which covers all critical aspects of a business, product, service, project or person, in order to make the listener eager to learn more and get the conversation started."



The primary goal of a pitch is to make a **connection** with the other person, make him or her enthusiastic and get the conversation started. Let me give an example. Imagine that you are 50 years old and you have made a lot of money as an entrepreneur. Now, you would like to invest € 50.000 euro of this hard earned money into another company. An entrepreneur is pitching you to invest in his company. After his one minute pitch is over, have you decided if you are actually going to invest in his company? Probably not.

Have you made up your mind about whether or not you are enthusiastic about this person and his company? You probably have.

Oxfam: A just world without poverty

So the goal of a pitch is NOT to sell, but to make to the other person eager to learn more. Remember: **"An Elevator Pitch is not a monologue, but the start of a dialogue"**

Audience

As an entrepreneur you come across various types of audiences that you need to convince. Potential customers, bank employees, informal investors or your new neighbour. The key to convince others and to make them listen, is that you realize what information is important for them to know. You have to answer the question that is always on their mind: "What's in it for me?". Always adjust your pitch to your audience.



Structure and flow of a pitch

Step 1: The opening

Before people will be open to listen to rational arguments about your business, you have to **draw their attention**. You need to make the connection.

This means that you start should gain the interest of your audience. The start of a pitch is always difficult. Here you can find a few options:

- You can use an impressive **fact** for your opening. A condition is that the fact is not widely known and bigger or smaller than people would expect;
- You can also start by using a **question**. Because, what happens in people's brain when you pose a question? Indeed, your audience will start thinking about an answer and you've got their attention.
- You could also use **storytelling** or **sketch** a familiar or unfamiliar **situation**.
- Another option is that you present your **vision**. Most likely you would use the words "I believe" or "what we see". If you do this well, you will be seen as an expert in your field.

It depends on your personality and what you would like to share, which option suits best.



Step 2: The middle

Now that you have got their attention, it is time to make them understand the **problem** that you **solve**. People will only buy your solution if they recognize themselves in the problem. Make sure that you describe the problem really well. You can add relevant data to support it. Then people who do not personally experience the problem you solve, will still see the potential of your company. Subsequently you will share your solution. What is unique about your product and how it will solve the issue you raised before? Keep it short, concise, and easy for the listener to explain to others. So remember: first pitch the problem, and then your solution.

Step 3: The end

Last but not least, you will think about the ending of your pitch. What do **you want** from your audience? Would you like them to buy your product, invest in your company or would you like them to spread your message on social media? Dare to ask for what you need, and people will get into the action mode.

Prepare your pitch

Preparing a pitch may take longer than you would expect. This is because it forces you to get to the core of your proposition: 'what is really important and what is not?'

Take time to create your pitch, it is worth the effort! A one-minute pitch will take most people 4 to 6 hours in preparation. Practice your pitch a lot and ask your friends and family for feedback. Do not learn your pitch by heart, but remember the structure well. It will stop you from panicking if you would forget a specific word or sentence, plus it will make you look natural and relaxed on stage. After finishing your pitch, come up with questions that you would ask about your own pitch. Prepare a solid answer to those questions as well.

Good luck!

Tips: www.thepitchqueen.nl

