

## How to Pitch Persuasively

A tremendous amount of time and effort is invested in preparing pitch presentations. And yet, when it's most important to be convincing, much of the time we're not. Why?

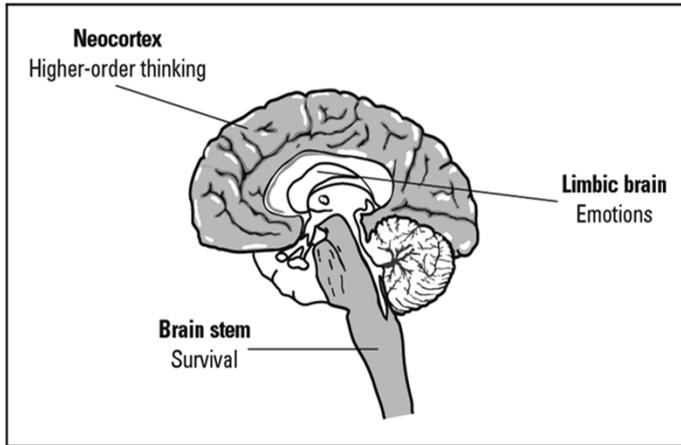


1. Learn the three main parts of the brain and how it engages or disengages during a presentation.
2. Find out how to best engage your audience through the power of story and avoid pitch flaws.
3. Understand proper presentation structure in order to pitch persuasively.



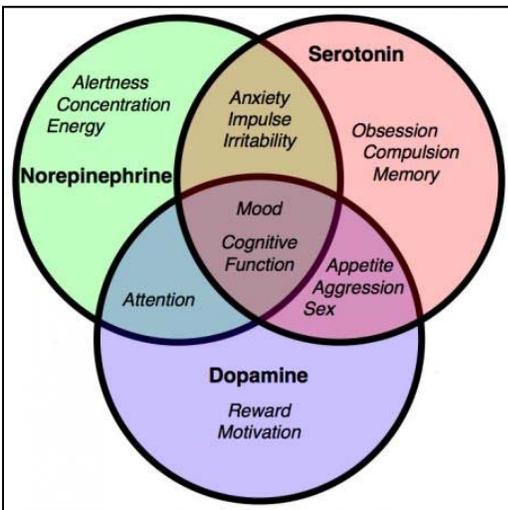
## Why do stories keep people's attention?

You co-create the imagery and the brain becomes engaged.



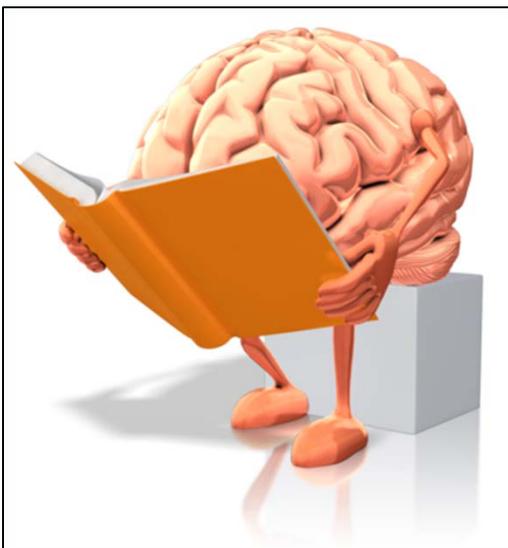
### Three main brain regions.

1. Croc Brain: initial filtering.
2. Midbrain: emotional connections.
3. Neocortex: higher-order thinking.



**Neurotransmitters: chemical substances that transmit nerve impulses across synapses.**

When neurotransmitters are produced, the brain is fully engaged.



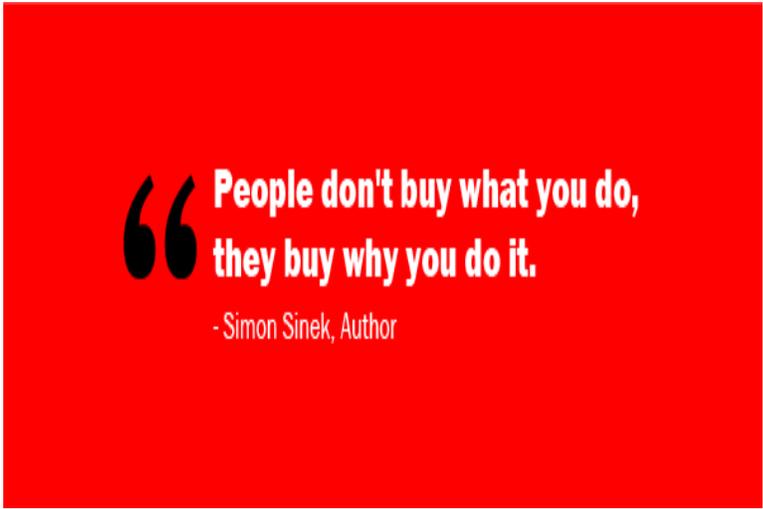
### Why do stories work?

Stories spark neurotransmitters!

	Product:	Purpose:
	High performance footwear	To enable authentic athletic performance for everyone
	Elegant technology devices	To help us think differently
	A premium cup of coffee	To create moments of connection
	High-tech medical equipment	To put imagination to work for a healthier future

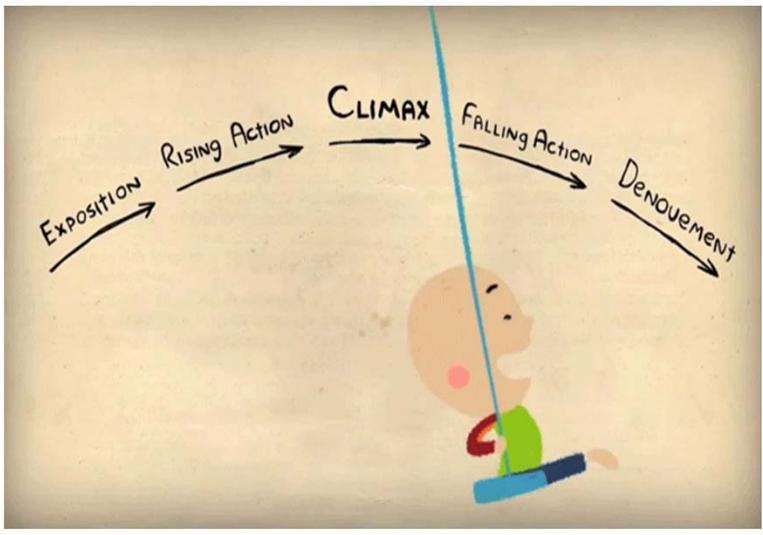
**What do these companies have in common?**

They're master storytellers that offer purpose by starting with "why" and not "what."



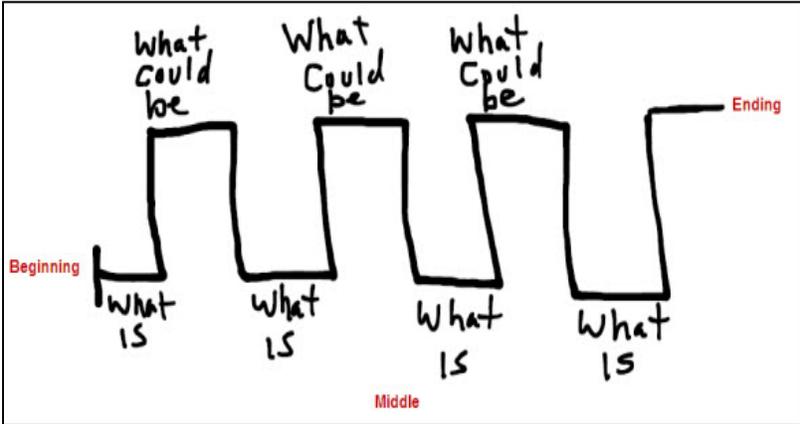
**Why start with the "why?"**

The why is about purpose and story which engages the brain.



**Stories have a story arc.**

Do presentations have a shape?



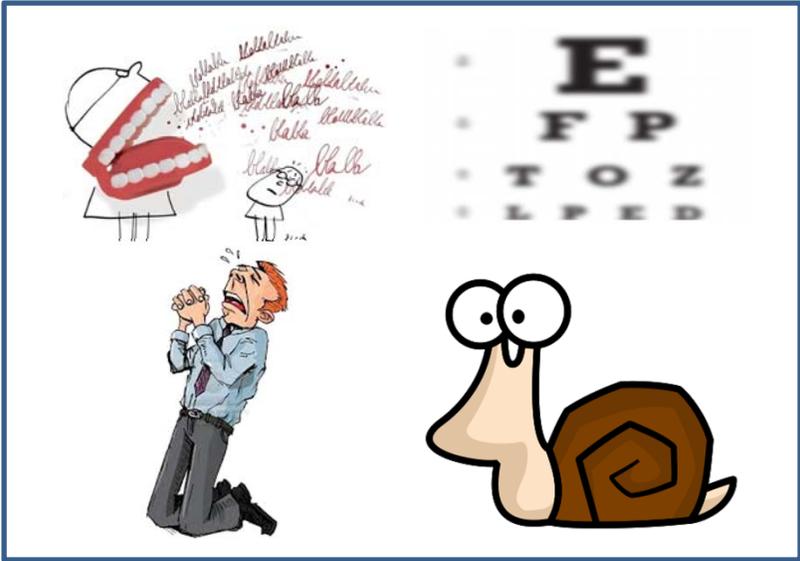
**Nancy Duarte's Presentation Shape.**

Presentations also have a story arc with a beginning, middle and end BUT you must turn the status quo into the antagonist.



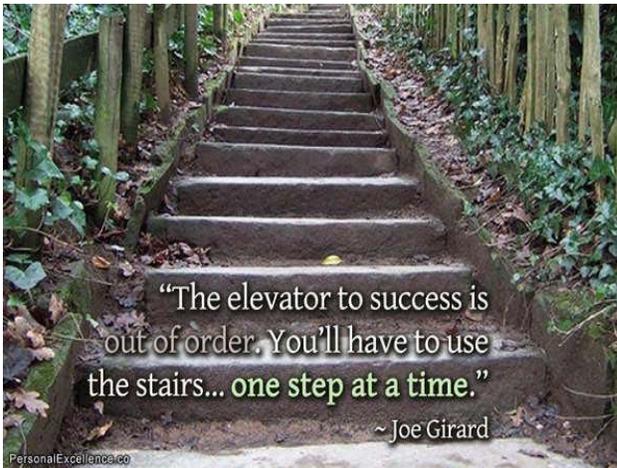
**How do we apply these principles to pitching?**

- Educate
- Empower
- Entertain



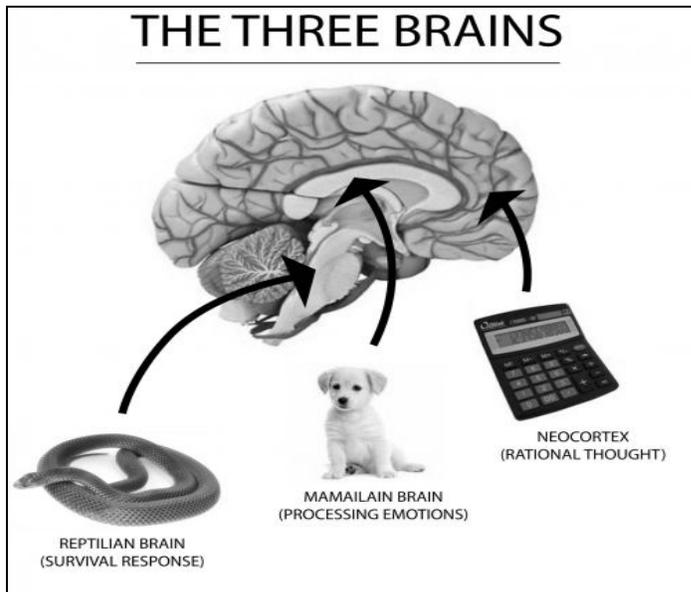
**What are the top pitching flaws?**

- Too much talk.
- Too fuzzy.
- Seeming desperate.
- Too dragged out.

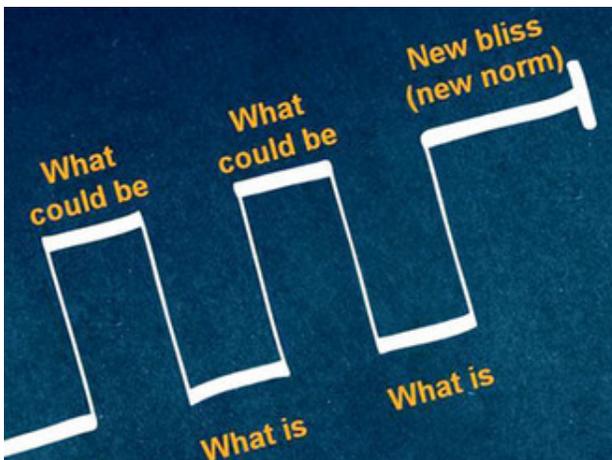


**Persuasive pitching is a step by step process.**

The purpose of the first meeting is to help the prospect become emotionally engaged...



...that is conveyed most effectively by speaking to the brain appropriately through the use of story...



...and proper presentation structure....



...leaving the prospective client wanting more from you and adopting your ideas!



A little luck never hurts either.  
☺

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