

## SO, WHAT DO YOU DO?' THREE PITCH PITFALLS TO AVOID

Nathan Williams, Managing Director, Customer Return

### What's a Pitch?

A Pitch is a moment when we have a chance to present our case and includes what we say, do and how we present ourselves – if people could evaluate and feel somewhat differently about us or form a new impression of us after a conversation or a meeting for example, then it's a Pitch.



### 'So, what do you do?'

While there are many different pitch moments and opportunities, they include our answer to 'So, what do you do?'

Given we've all regretted asking someone this question or perhaps felt some anxiety when answering this question ourselves at some stage (am I being too presumptive?), we know that it's rare to hear a memorable Pitch.

We owe it to ourselves to have a better answer to this innocuous enquiry which often closes the door on our chances of securing our ideal clients, so with this in mind let's talk about...

### 3 Pitch Pitfalls to Avoid

#### 1. Flying blind and hoping for the best

While not always possible, if we don't know what our listener does then how can we tailor our message so we're relevant and engaging? There's a strategic advantage in understanding our audience, tailoring our message and speaking second.

#### 2. Talking about what we do, literally

We're hardwired to talk about solutions, yet most people buy to avoid a problem. If we bang on about our wonderful six step process without mentioning the problems we solve, we'll fail to engage our audience and make them fully aware of our value.

#### 3. Thinking monologue, not dialogue

An effective Pitch inspires a dialogue, rather than relying on a monologue...so if we don't adopt the 'less is more' approach and get to the point, they'll tune out. The success of our Pitch shouldn't be judged on how long people listen to us, but rather their level of engagement and our ability to clear what's often the first hurdle in the sales process.

### Attracting the ideal clients we deserve

Our Pitch is the pivotal moment when we have a chance to present ourselves and is the difference between attracting our ideal clients, or not...so while we can create a lot of value, if we can't communicate it in a compelling manner and cut through the noise, we'll miss out on the ideal clients we deserve.

**Want more ideal clients?** Try our 2 minute 'Perfect Pitch Self – Evaluation'

<http://www.customerreturn.com.au/perfect-pitch-self-evaluation/>

Founder of Customer Return, Nathan Williams helps businesses communicate their value in a compelling, authentic manner so they can actually enjoy the sales process



and attract more of the ideal clients they deserve.

**Nathan will be presenting 'Want More Ideal Clients? Get your Pitch and Product working for you, not against' with Claire Quigley from Launch Pad 9 for the Sydney CBD Chamber of Commerce in partnership with 100 Mums.**

Visit <http://www.customerreturn.com.au/free-pitch-review> to register for your 'Free Pitch Review' or contact Nathan via [nathan@customerreturn.com.au](mailto:nathan@customerreturn.com.au) or on (02) 9347 2436 if you'd like a stronger Pitch to attract your ideal clients.

Contact Claire via [claire.quigley@launchpad9.com.au](mailto:claire.quigley@launchpad9.com.au) or on 0400 273 113 if you want to go to market and grow with the right business model and products

Event supporters

