



**Sparkbox**  
VENTURE GROUP

**POWER PITCHING  
YOUR BUSINESS**

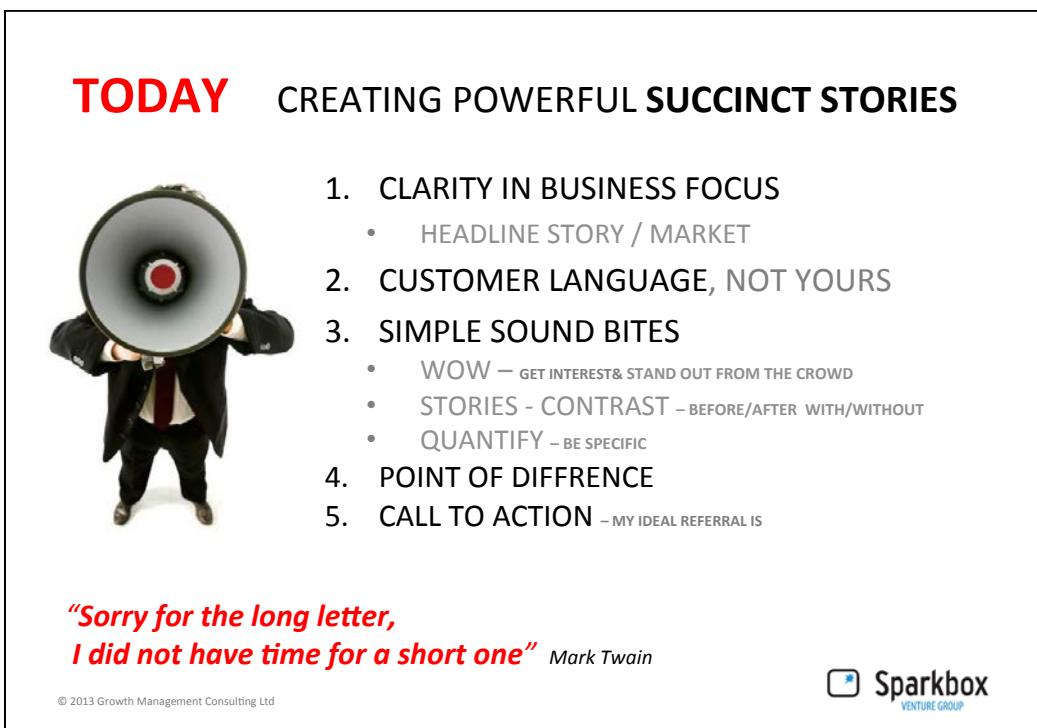
**NATURAL  
PRODUCTS NZ**

AUGUST 20, 2013

V15.1 AUG 2013 (1HR)  
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**TODAY** CREATING POWERFUL SUCCINCT STORIES

1. CLARITY IN BUSINESS FOCUS
  - HEADLINE STORY / MARKET
2. CUSTOMER LANGUAGE, NOT YOURS
3. SIMPLE SOUND BITES
  - WOW — GET INTEREST & STAND OUT FROM THE CROWD
  - STORIES - CONTRAST — BEFORE/AFTER WITH/WITHOUT
  - QUANTIFY — BE SPECIFIC
4. POINT OF DIFFERENCE
5. CALL TO ACTION — MY IDEAL REFERRAL IS

*“Sorry for the long letter,  
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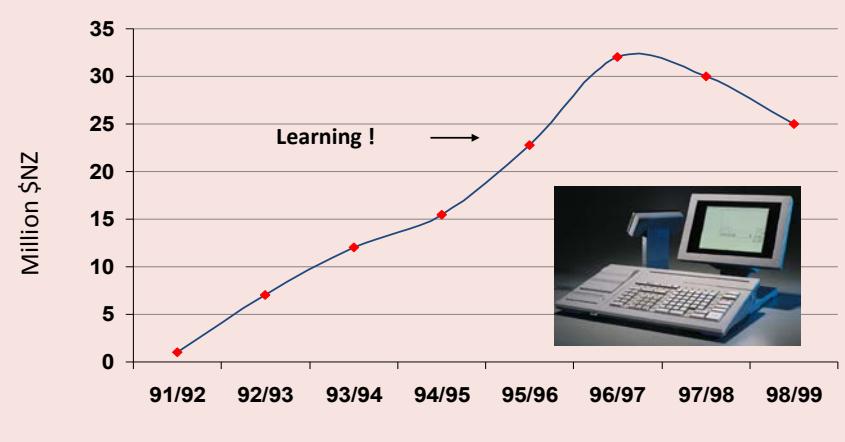
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## MARK ROBOTHAM

– “SURVIVOR OF GROWTH”



Million \$NZ

Year	Revenue (Million \$NZ)
91/92	1
92/93	7
93/94	12
94/95	15
95/96	23
96/97	32
97/98	30
98/99	25

BLOG: [www.Succinct.co.nz](http://www.Succinct.co.nz)

**PEC** *Retail Solutions*

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**SUCCINCT.CO.NZ**

TIPS BLOG



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**BACKGROUND:**

- CAPITAL INVESTMENT - FINANCE
- INTERNATIONAL MARKETING
- PRODUCT DEVELOPMENT
- ELECTRONICS & S/W ENG
- HIGH GROWTH COMPANIES
- CYCLIST

**SERVICES:**

- BUSINESS PLANS – REVIEWS
- INVESTMENT READY
- SME ADVISORY BOARDS
- FACILITATION – STRATEGY DAYS
- PITCH COACHING
- BUSINESS TRAINING
- PROF. SPEAKER
- CAPITAL INVESTMENT

*Pragmatism – Passion - Pace*



## Speak Your Customers Language

"LOOKING GREAT... IS NOT ENOUGH!"

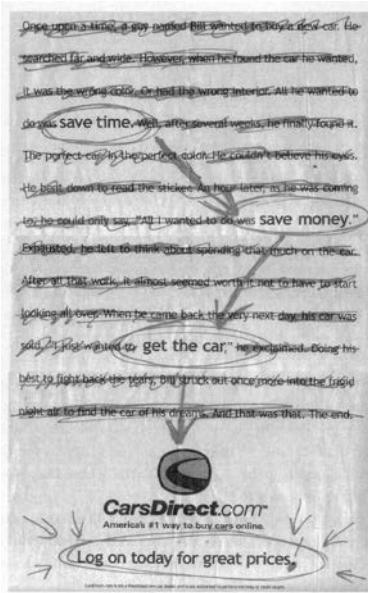


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## GET TO THE POINT



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**No. 1 Reason**  
**Business Failure**  
**WEAK**  
**VALUE PROPOSITION**

NOT Identified – Expressed – Measured  
NOT – Central to business strategy

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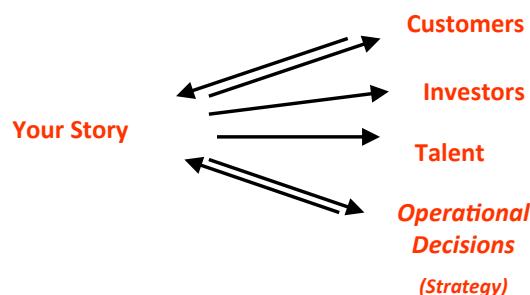
**TIME YOUR MOST PRECIOUS RESOURCE**

*Maximise your time & money...*



9

## POWER OF YOUR SUCCINCT STORY

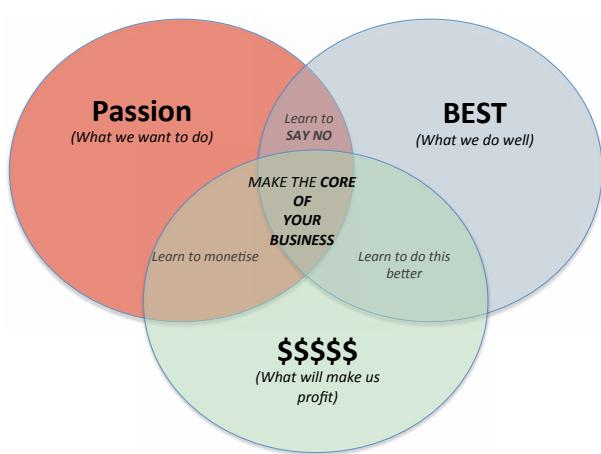


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## FOCAL POINT BUSINESS OR HOBBY?

- *How targeted is your message?*
- *Segment your market, attack your beach head*
- *Sell to your sweet spot*
- *Time to kill a puppy?*



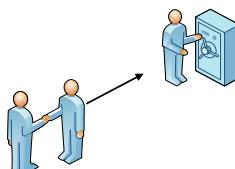
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## GETTING YOUR STORY RIGHT!

*It's not what **you say**,  
It's what **they remember**.*

*And more importantly,  
what they can be  
**bothered to pass on!***



**Avoid the curse of knowledge**

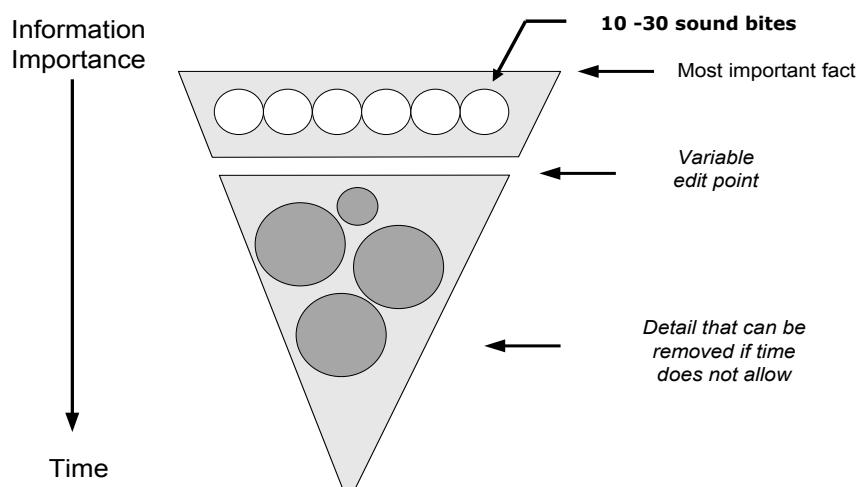
- You can not see yourself

*Getting your succinct story right  
needs external help*



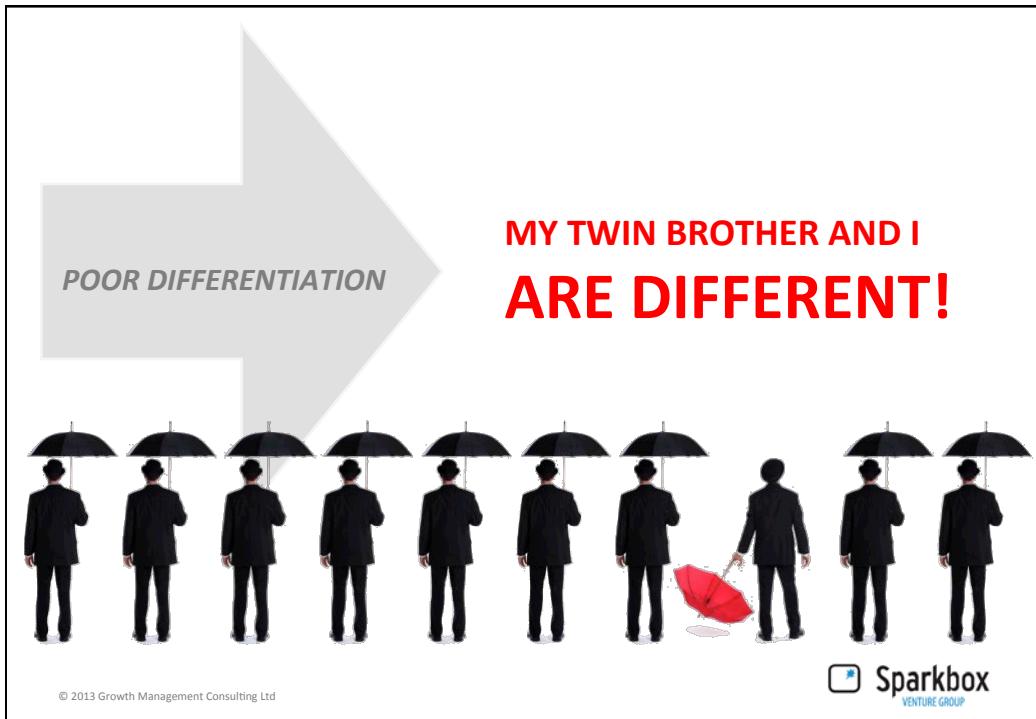
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## INVERTED PYRAMID OF INFORMATION



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## GRABBING ATTENTION

**Sound bite #1**



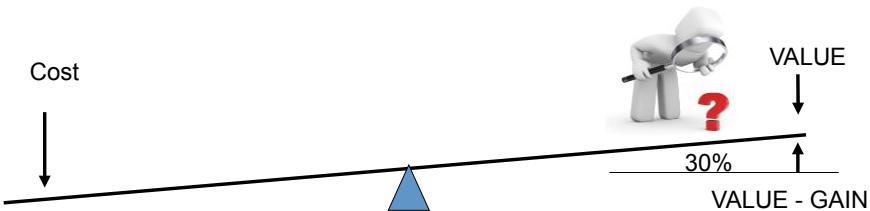

THE BEST FORM FOR ANY FUNCTION

*What is your attention grabber?*

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## NO VALUE PROPOSITION = NO CUSTOMERS = NO BUSINESS



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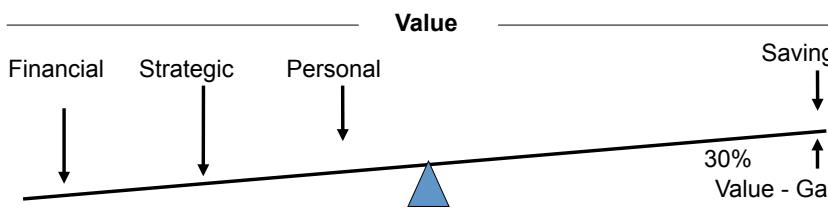
## CUSTOMER VALUE DIMENSIONS

- Financial
- Strategic
- Personal

How much money will your prospects save or how much profit will they gain if they buy your solution? What is the ROI?

How will your prospect's business benefit from your solution?  
Increased quality, shorter time to market, diversification, etc  
...

How will your prospect's life be better with your product?  
More fun, less stress, career enhancement, political advantage, etc ...  
Ego factors.



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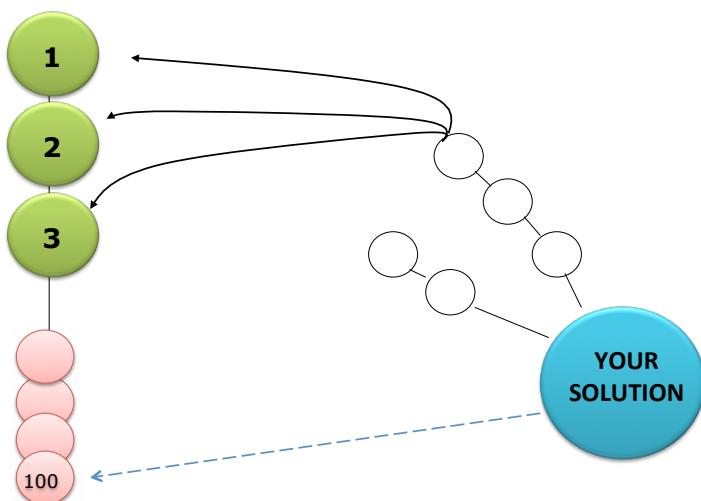
## CRAFT VS PRODUCT VS BUSINESS

Product	Craft	Business (essence)
• Electric Drills	• Manufacture Power Tools	• Making Holes
• Mouse Trap	• Manufacturer	• Mice Problem
• CRM (software)	• Software Developer	• Increasing Sales - Customer Satisfaction
• Swatches	• Watch Manufacturer	• Fashion Statement
• Harley Davidson	• Motor Cycle Manufacturer	• Escape

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## ARE YOU SOLVING A TOP PRIORITY BUSINESS PROBLEM?



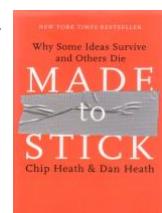
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## MADE TO STICK STORIES

### • SUCCESS

- Simplicity Find the Core
- Unexpectedness Get attention
- Concreteness Help people understand & remember
- Credibility Help people believe
- Emotional Make people care
- Stories Get people to act



[www.madetostick.com](http://www.madetostick.com)



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STORIES

Umbrellas & Cows Save Lives  
Affordable Heart Surgery

Southern Lights Biomaterials

*Succinct-Stories Pitch Workshop*

PROPS



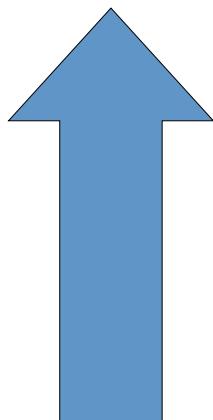
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## VALUE OF PROOF



- Customer Case (80-100%)
- Demo (60-100%)
- Data (20- 60%)
- Vision (10- 40%)

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## BARRIERS TO LISTENING – WHAT ARE YOURS? THE ELEPHANT IN THE ROOM

- Common perceptions / objections / questions
- Objections
  - *Is that what coy x does...*
  - *crowded space...*
  - *commodity market...*
  - *no viable business model...*
  - *boring sector...*
  - *It's complicated...*

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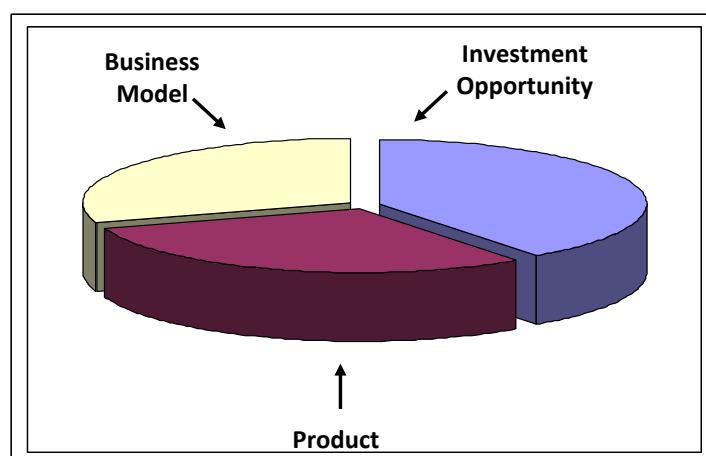
## INVESTMENT / BUSINESS PITCHES



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**THE PRODUCT YOU ARE SELLING...  
IS YOUR BUSINESS, NOT YOUR PRODUCT!**



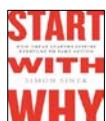
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## TRANSACTIONAL VS CUSTOMER LOYALTY

### Manipulation -> Transactional Sales

- Price
- Promotion (cash backs, 2 for 1)
- Fear
- Aspirations
- Peer pressure
- Novelty (innovation)

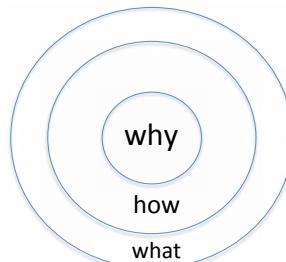


Simon Sinek  
TED

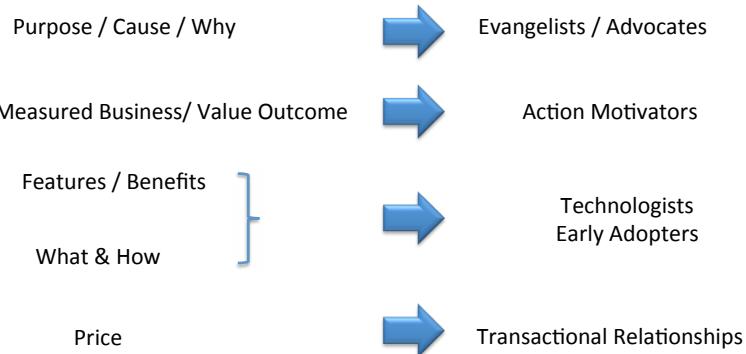
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### Inspiration -> Customer Loyalty

- Purpose (Why)



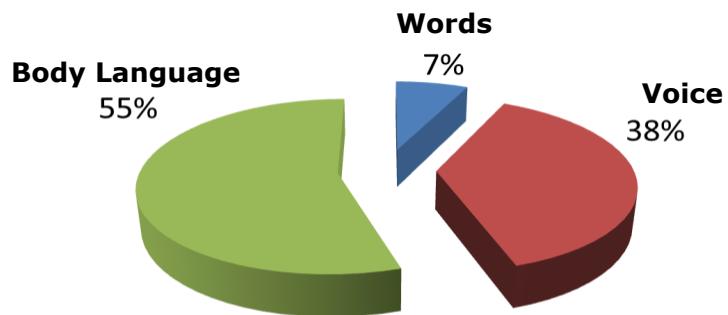
## DIALECT DETERMINES OUTCOME



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## MESSAGE IMPACT



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## TEST YOUR MESSAGE



- Why am I saying this?
- What am I really saying?
- How am I different?
- Is it my customers language?

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Succinct Stories

Recipe

- 60 sec version first
- Choose one lead story
- Sound bite construction
- SIMPLE and repeatable
- language of customer
- Acknowledge competition  
don't sell them

be different!

WOW opening

- WHAT not how
- quantify  
Customer Gain

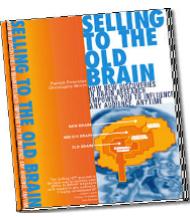
**CUSTOMER STORIES**

- CONTRAST  
Before - After

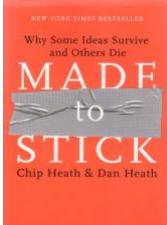


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## BOOKS



Patrick Renvoise  
&  
Christophe Morin  
[www.Salesbrain.net](http://www.Salesbrain.net)  
Neuromarketing  
(Value propositions & Presentations)



Chip & Dan Heath  
Made to Stick  
[www.madetostick.com](http://www.madetostick.com)



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## MY TOP 10 SOUND BITES

Opening: \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



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## TODAY CREATING POWERFUL SUCCINCT STORIES



1. CLARITY IN BUSINESS FOCUS
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*Pragmatism – Passion - Pace*



# Is your business standing out from the crowd?

**If your business is not firing on all cylinders – fix your pitch!**

Most businesses suffer from the “curse of knowledge”, deluded in their own belief that their marketing messages work – hell they understand them, why shouldn’t their potential customers?



Are your sales not what they should be? Are you failing to get interest in your investment pitch or perhaps your business is just not firing on all cylinders? Then there is a high chance your elevator pitch is not working.

**Check that your pitch doesn't work equally as well for your competitor?**

The trouble is you as the author, the one who has been working with this for years, is the worst person to craft an effective message to describe your business. You are leaving your audiences wondering *“what the hell do you do, and why should I give a damn”*

**Clarity of purpose – creates better results** No employee comes to work with sabotage in mind, yet most business leaders are not providing their staff clarity around what the focus of their business is.

Ask your business colleagues “what do we do?” - your elevator pitch. Ask your receptionist, bookkeeper, technical guy and CEO. Are the messages all the same? Are they all about an outcome that your customer will pay for?

Most businesses fail to reach their potential due to of lack of clarity around what their purpose for being is, and more importantly not focusing on activities that add high value to their customers.

*“I didn't have time to write a short letter, so I wrote a long one instead.” Mark Twain*

Take the Williams Formula one team mantra – *“We make the car go faster”. Do I put part-a in the car or part-b? What makes the car go faster?* Consider that with a smart elevator pitch everyone in your business is focused on the same outcome. Everyone is empowered to make smart decisions towards a common goal.

For too long elevator pitches has been the domain of sales and marketing departments as sales tools rather than core driving statements for the business and how it operates. Do all of your business (staff and customers alike) have a common view on what your business is all about? Smart pitches are the reason you get customers, investors, the best staff and your business achieves its goals.

Take the time out to focus on your core message and elevator pitch: it takes time, focus and the power of the outsider viewpoint to craft an effective business pitch. Invest in getting some outside help in this important area of your business.

## Tips for Powerful Pitches

- Open with an WOW statement that gets people's attention
- Build your pitch with sound bites - thoughts or points 10-30 seconds each
- Use the language of your target end customer
- Focus on WHAT rather than HOW
- Quantify customer value – using a customer's measure of success. If the outcome result is a change of greater than 30%, you have a true compelling need that a customer will pay for
- Articulate what makes you different
- Keep it Short (60 sec – 3min max) and succinct



### Use memory hooks:

- **contrast** - life before and after purchase.
- **stories** – relevant customer stories and endorsements are proven to close deals 80-100%
- **props** – Physical things to illustrate the point
- Once you have your message, play with the order of the sound bites to increase impact
- Remember to stand out from the crowd you must entertain and stimulate action
- If your product is technical, use a 10 – 30 sec “context” statement as an introduction, so anyone can understand relevance of your product or service

Mark Robotham's ambition is to accelerate the growth and failure of NZ companies by removing clutter and simplifying business growth. Sparkbox help companies with pitch development-delivery, facilitated workshops and advisory services.

[www.sparkboxventures.com](http://www.sparkboxventures.com) Mark's Blog: [www.succinct.co.nz](http://www.succinct.co.nz) Twitter: @mrobotham



## 90 Sec - Networking Cheat Sheet

*Do you have your Elevator Pitch Sorted?*

### TIPS:

- *Succinct statements (10 – 20 sec)*
- *Customer stories – WOW!*
- *Quantify pain & gain and payback time*
- *Contrast – (with-without or before-after)*
- *Define your target audience – what price point*
- **5 statements X 15 = 75 secs ... 15 sec free**

**Hi, I am (name)....**

**1 I am from (company name) ...**

**Opening WOW Statement**

*... make a stand*

**Value Proposition**

**2 The problem we solve for our customers is.....**

*Quantify the customer pain and gain,  
ROI – payback*

**Unique Selling Proposition**

**3 What makes us different is ....**

*Include comparisons substitute products and  
doing nothing*

**Target Market**

**4 My ideal referral-customer is...**

*Size: employee or revenue,  
geography, demographic ...*

**Case Study**

*Proof, credibility, understanding and WOW!*

**5 One of our customers....**

*Be specific: Names, quantify impact you had  
What makes this case interesting and relevant*