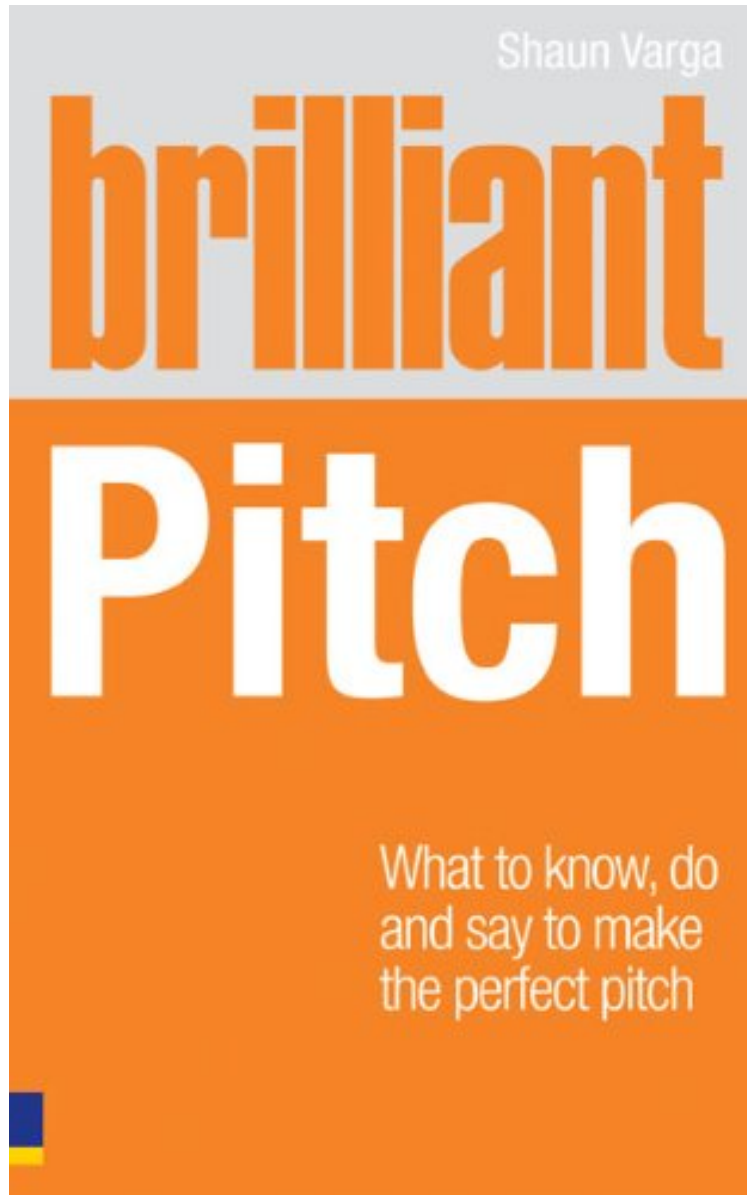


(Library ebook) Brilliant Pitch: What to know, do and say to make the perfect pitch (Brilliant Business)

Brilliant Pitch: What to know, do and say to make the perfect pitch (Brilliant Business)

Shaun Varga

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Shaun Varga : Brilliant Pitch: What to know, do and say to make the perfect pitch (Brilliant Business) before purchasing it in order to gage whether or not it would be worth my time, and all praised Brilliant Pitch: What to know, do and say to make the perfect pitch (Brilliant Business):

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Pinkster's latest bestseller *To Sell is Human* we are all in sales now. Shaun Varga would probably agree and this book will help you excel in one specific sales process, the pitch. Varga - after a long career in advertising, PR and marketing - manages a consultancy, advising advertising agencies and other clients how to pitch for business. Reading from the cover, the purpose of the book is to help the reader to gain the confidence to deliver a brilliant pitch, to teach him to focus on the needs of the audience and hence to ensure that the pitch is an effective one. *Brilliant Pitch* is quite simply a tutorial on pitching. I would also argue that it is an effective one. The main insights of Varga could as I see it pretty much be summed up by two quotes from Sun Tzu's *The Art of War*: "Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win"; and "If you know the enemy and know yourself, you need not fear the result of a hundred battles. [hellip;] If you know neither the enemy nor yourself, you will succumb in every battle." In Varga's hard earned experience the buyer almost always knows what he wants to buy prior to the pitch competition takes place. This means most pitch competitors walk in to deliver a pitch that is doomed from the start. Interest and desire for your specific alternative must therefore arise before the competition officially starts. The task is to early on become the preferred alternative and this means that pitching is a much more integrative and proactive process than normally envisioned. Those who win will be the ones that have figured out which buttons they should press and to know this the winner will have to know the buyer better than the competition does. The reader will learn to be passionate and knowledgeable of the subject at hand, to formulate an elevator pitch to gain clarity of what's really essential in the message he wants to convey, to make the customer the hero of the pitch - not himself, to customize proposals to show that he noticed, to research the customers and the competition, to present in a format most likely to succeed, to use stories that help the customer remember what was said, how to conduct and present oneself to make a great first impression that is psychologically hard to change later on plus lots of other useful material. Much of the advice that is given is as sound as it is obvious when you read it. The fact that it still often isn't adhered to comes down to stress and lack of time to reflect, habitual behavior and psychological biases such as over-optimism with regards to one's own ability. To continue with references to ancient advisory authorities I at times find a slight Machiavellian streak in the author's reasoning. Despite in chapter 10 explicitly saying that it's better to sell the customer what they need than what they want irrespective of if you lose the pitch, there are many examples in the book of advice where the end of winning the pitch justifies the means. In chapter 5 and 8 the advice is that if you are in a competitive disadvantage you should try to hijack the process and change the agenda to your advantage under the premise that "what you want is not what you need"; in chapter 6 the reader is advised to research and quickly learn about the buyer's hobbies to be able to point to a common interest and in chapter 10 the author at least doesn't give advice against going out on the street, asking leading questions of random passers by, edit it like crazy and present the results as the verdict of Joe Public. "It's pretty convincing." It's up to everyone to make up their mind if this kind of advice is good or bad for business in the long run and I don't want to pretend to be overly idealistic myself, but at times the advice is a bit too manipulative for my taste. I also think it could backfire or to talk with Machiavelli "it is double pleasure to deceive the deceiver." This is a very practical book and I will surely use much of the advice the author gives. I just hope I will not use all of it. This is a review by investingbythebooks.com of 0 people found the following review helpful. Go-getting For the Serious By Miss King A superb book full of handy tips for the novice and professional alike, illustrating that pitching is a talent of infinitely transferrable skills whatever you are going after in life. Don't even think of embarking on that new business without it!

In business, there is a moment when everyone has to make a pitch; it might be your own personal OK Corral, when the consequences of failure are too painful to even contemplate, but it will always be an occasion where the outcome really matters. *Brilliant Pitch* will equip people to tackle pitch situations (however tough), improve their own skills and, importantly, leave them enthused about the idea of pitching and looking forward to the next one. It will do so first by outlining how to approach any pitch, then how to tailor the approach in different situations. There are secrets from the masters. There are pitch stories. (Such as the agency which pitched to British Rail, and deliberately kept them waiting in reception for an hour, with bad refreshments and no explanation for the delay.) The book brings the process to life, rather than simply listing things to do. It shows readers how they, too, can become great at pitching. Brilliant outcomes: It eliminates the possibility of doing a 'bad' pitch It will help readers get the content and preparation spot on by focusing on the needs of the audience. It will help give readers tons of confidence so they'll not only deliver brilliant pitches, but they'll be eager to pitch time and time again.

From the Back Cover Prepare. Deliver. Win. The pitch is the torture-test of any kind of selling. It's when you absolutely, definitely, have to get it right - and get a result. *Brilliant Pitch* unpacks the key elements of any pitch process and shows how different situations require different approaches. Packed with advice from experts, trade secrets, and tried-and-tested ways of approaching any pitch and any audience, this is the ultimate guide to pitching. **BRILLIANT OUTCOMES:** Get the confidence you need to deliver a brilliant pitch Discover how to focus on the

needs of your audience Ensure your pitch gets results - every time nbsp; 'There is an awful lot of common sense here. Brilliant Pitch challenges your assumptions whether you are heading for your 1st pitch or your 101st.' nbsp; Peter Lovatt, Vice Chairman, Saatchi and Saatchi nbsp; 'Shaun Varga skilfully deals with numerous potential obstacles entrepreneurs will encounter when pitching to investors- especially in the early stages. I have pitched hundreds of investors for different businesses and ideas over the years and I wish Irsquo;d had some Brilliant Pitch advice back then.' James H. Fitzgerald, President of ChainStar Global LLC nbsp; 'Brilliant Pitch is packed with valuable advice. Shaun expertly takes the mystery out of making a great pitch.' nbsp; Ivor Catto, CEO Hyder Consulting plc nbsp; About the Author The author is Chairman and Creative Director of Ingenuity, a highly successful new business consultancy based in the West End. He works closely with many of London's top agencies to help them develop and sharpen their own pitch ndash; from pitching 'cold' to new prospects, through to the final closing pitch. With a background in advertising, video, digital, design and PR agencies, he has worked at a senior level in the business development functions of a wide range of agencies. As an entrepreneur he has co-founded three successful agencies. He has also worked as the Marketing consultant to a business incubator, funded by the Dti and the UK software industry, advising software entrepreneurs on pitching to potential investors.