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How To **Pitch Cleanly** And **Effectively** At **Events**

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REAL WORLD CASE STUDIES NO THEORY JUST REAL RESULTS...

Many people hold workshops or seminars with the intention of promoting a product or service. Two common mistakes at such events are:

1. Pitching at the end

If you're having to pitch at the end, it means you haven't done a good job up front. Instead of saving your hard sell for the end of the event, why not pre-sell at the beginning and all the way through? If you pre-sell and be strategic about your content, you can overcome objections, you can educate about your product, you can teach people what to want all the way through. At the end, there's no need to pitch hard, you can just invite people to take the next step.

2. Speakers who have nothing to do with your offer

Sure, you can attract people with well-known and popular experts, but if they have nothing to do with your product, the whole thing feels like a setup and people are likely to resent your pitch when it comes. Your associated speakers whould have some relevance to what you offer, or leave them out.

These mistakes usually result not only in people not buying, but in you losing some of your respectability.

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An effective pitch strategy makes use of segmentation. Instead of making your pitch to everyone in the audience, arrange things so that you only speak to those who are interested. This can be executed in 4 steps:

1. Tension

In a two day event, you might schedule your pitch for before the lunch break of the second day. This will have given you a chance to give lots of value and content, build some buzz and community, and now people are hungry to see how your product works.

Your goal during the tension piece is to get people out of the mindset that they've gotten enough information to solve their problem on their own. While everyone is still in the room, have a piece of content or an exercise designed to get people from "I can do this myself," to "Doing this with someone else is going to help me, I'm going to get there faster and I can see how I'm going to get the results I'm after."

At the end, draw up a model to let people know who your solution is for and who it's not for, i.e. "If you're not like (this, this and this) it's probably not for you."

Break for lunch, inviting those who feel they qualify for your solution and that they need help to come back in a few minutes for a low-key chat about your product.

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2. Desire

At this stage, you're speaking to the people who have come back into the room and are interested to know more. This is where you talk about the big picture, about why the solution is attractive. Talk to your audience about:

- The core problems that it solves
- The 3 or 4 or 5 key areas that it focuses on
- Who it's for, who it's not for
- The kind of people in the program
- The experiences and community that it builds

Note: The whole process is an opt-out process - people can leave at any time. As you transition to the next stage, Logistics, you can actually make it easier for people to leave by transferring to a table at the back of the room with fewer chairs than the people present. Those interested in continuing the discussion will come with you; those wanting to leave can continue to the exit.

Before transitioning to Logistics, have a couple of people share their thoughts on why your program could be the next step for them. This gives social proof and boosts your own courage to continue.

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3. Logistics

This is where you describe how your program works. Break down the component parts of your product. For example, if you're offering a coaching program, go through:

- How you get a plan together
- How you deliver the tools
- How people get help

At the end of the stage, you've basically gone through everything except for price. You might then say something like, "The only thing we haven't talked about so far is price. I'm really happy to talk about price, but only with people who see the value. If you've come this far and you've seen this stuff but deep in your heart you know this isn't for you, I'm going to give you one more chance to go."

Then wait long enough for the people who want to to leave.

4. Invitation

The last stage is where you talk about price and timing and invite people to take you up on your offer.

Go through the pricing - what it normally costs, and what it might cost if they go for the deal on the day. Events will normally offer a reason to buy on the day. It may involve a discount, almost certainly a bonus or a special offer, maybe a limited number or limited time, or an installment plan. Talk about the reason why and the guarantee.

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You might end with, "You can do it upfront, you can do it installment, who's in a position to do either of those right now?"

LESSON: Segment your audience so that you're only talking to the right people and not delivering a message to those who might not care or who might feel aversion to it.

This doesn't just work for live events.

For emails:

Ask everyone on your list who's interested to take a specific action that will segment them into a special group which will then receive the offer promotion.

For webinars:

At the end, just before the offer, talk about who it's for and not for. It may be based on income, location, niche, whatever the dealbreakers are for you in terms of who you'd love to work with and who you wouldn't. Say it even before you get into the "Let me show you how this works". Basically give people a chance to log off if they don't qualify or aren't interested.

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