Pitching

Warm up

- How would you describe what you do? What products or services do you sell?
- What special skills do you need to be in sales?
- What techniques do you use to convince your customers to work with you?
- Do you have to deliver presentations? If so, what kind? For example: sales pitch, asking for investment etc.
- Do you work on commission? What are the advantages and disadvantages of working on commission?
- What is the hardest part of your job?

1. Match the different types of sales pitches to their description below and discuss the following points with your class.

Social Pitch	Investment Pitch	Follow-up Pitch
Elevator Pitch	Pitch Deck	Cold-call Pitch

1. Elevator pitch	*2. Follow-up Pitch*
This type of pitch describes your company or brand in no more than 30 seconds.	It is said that 80% of sales are made on the 5th to 12th contact. This pitch requires recontacting potential clients who might be too busy to return your calls.
3. Cold Call pitch	*4. Pitch Deck*
This is when sales reps reach out to a potential buyer who has never been in contact with the company before, with the intention of selling.	These are the visual slides used to provide investors with essential information about your business plan, product or services, target market, and financial goals.
5. Investment Pitch	*6. Social Pitch*
A presentation which is a concise summary of your business plan that will interest potential investors.	Using anything from LinkedIn to Twitter to get your message about your company across.

- Which of the pitches on the previous page do you have experience doing?
- Are there any that you particularly like or dislike delivering? Why?
- Go through the different types of pitches. What advice would you gives someone who has to deliver them?
- An *Elevator Pitch* takes roughly the amount of time you'd spend riding an elevator with someone. Can you deliver an *Elevator Pitch* about your company?

2. Read the short text below and answer the following questions.

Every single business should clearly understand their USP (Unique Selling Point), this includes all of the employees within a company and not just the sales reps. A USP, is what makes your company better than the competition. It is a specific advantage that makes your company stand out when compared to other businesses in the same market. Essentially, a USP should quickly answer the question *What makes you different from the competition?*

A great USP should be:

- Confident (but defensible) in making a case against competitors.
- Focused on what your target customers truly want.
- More than just a slogan.

Let's take an example of one of the world's most famous brands in the world *'Apple'.*

- How would you describe Apple's USP?

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- Share your description with your class. Do you agree with each other overall?

Below are some questions to help you find your company's USP

1) Who are my customers?
2) How do the customers find my business?
3) What makes me better than my competitors?
4) What makes me worse than my competitors?
5) What makes me unique?
6) What next?

- Can you think of any more questions?
- What is your company's USP?

3. Dragon's Den

- Have you ever heard of the TV show *Dragon's Den*? If so, can you describe what it's about?

Dragon's Den is a British reality TV show based on a Japanese show called *The Tigers of Money.* In the show, entrepreneurs pitch their business ideas to a panel of venture capitalists (also known as *the dragons*) in the hope of securing a financial investment.

The show has versions of itself across the world with 40 versions airing in 186 countries. For example, the US version called *Shark Tank*, or Germany's *Die Höhle der Löwen (The Lion's Den).*

- Do you know of a version of Dragon's Den in your country?
- Have you ever watched the show? If so, what do you think of it?

4. You are going to watch an investment pitch on Dragon's Den. Before you do, match the vocabulary and phrases before with their correct meaning on the right. They will be used in the video.

1. threat	*i*	a) The price people pay in stores.
2. fabric	*d*	b) Having a good sense of reason and able to make good choices.
3. wholesale price	*h*	c) Showing a concern for the environment.
4. retail cost	*a*	d) Cloth or material.
5. to ban	*l*	e) To be able to understand something and apply the knowledge.
6. sensible	*b*	f) To be in charge.
7. savvy	*e*	g) To share the cost of something equally.
8. to admire	*j*	h) The price that a store or business pays to buy goods that it will then sell to the public.
9. eco-conscious	*c*	i) Something that will cause harm.
10. screws and bolts	*k*	j) To respect.
11. to call the shots	*f*	k) Hardware used to mechanically join objects together.
12. to go Dutch	*g*	l) To prohibit or forbid something.

5. The questions below use some of the vocabulary from exercise 4. Discuss them with your partner.

- What is something which is banned at your company or in your country?
- Can you reiterate difference between whole sale and the retail price?
- Are you tech savvy?
- Can you think of someone you admire? What is it that you admire about them?
- Do people usually go Dutch when paying a restaurant bill with friends where you come from?
- Would you consider yourself eco-conscious? Please elaborate on your answer.
- Are you sensible with money?
- *"Customers are calling the shots, it's time for retailers to prepare for the digital age."* – What do you think of this phrase? What comments do you have?
- What are some of the threats your industry is currently facing?

6. You are going to watch an investment pitch on Dragon's Den in parts. Start by watching the first part of the video[1], stop at 2:30 and answer the following questions.

WARNING! This video is 15 minutes long. The video will be watched in parts, however, it might be best to decide with your class whether they prefer to do the activity in class or as homework.

1. What was the defining moment for Robert Milder?

When he was on of the Caribbean islands. He decided to go to the beach and realised he was surrounded by plastic waste.

2. How much money is Robert asking for and for what percentage of the business?

£70,000 for 15% of the business. 3. What is Robert's invention?

4. How many bins of plastic does each chair have in it?

Approximately 20 bins of plastic.

5. Which parts of the chair are not made from recycled material?

The screws and bolts.

[1] https://www.youtube.com/watch?v=G6PX6TVY1LI&ab_channel=Dragons%27Den

7. Before moving on discuss the following questions with your class.

- What do you think of Robert's presentation delivery?
- What do you think of the product?
- What do you think his USP is?
- What questions would you ask if you were on of the dragons? List them below:

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8. Continue to watch the video up to 7:29 and answer the following questions.

1. What is the cost of making the chair we see in the video?

Cost to make is £500

2. What prices is the product sold at: *Wholesale £ 1500 Retail £ 2500*

3. What is Robert's response to being told the chair is expensive?

He is focusing on corporate clients, for example airports.

How much has he made in: Sales £1m   Net Profit £ 400,000

5. Why did Robert decide to come to the UK for investment?

UK is in the news everyday with good decisions on plastic. For example, banning single use plastic.

6. What is the barrier to entry for other companies making something similar?

A lot of testing and a lot of money.

7. How much cash does Robert have in the bank? *£ 500,000*

8. Why does Robert want a dragon on board?

To give him more opportunities in the UK.

9. Before moving on discuss the following questions with your class.

- Were all of your questions answered?
- How do you think the presentation is going so far?
- What do you think of the costs of the chair?
- What do you think of the company's current finances?
- Do you think the product is a good investment?
- Do you think Robert will leave with an investment?
- Would you invest in the product?
- If you were to make an offer to Robert an investment, what could your offer be?

£ ………………….. for ………………….. %

10. Continue to watch the video up to 13:30 and answer the following questions.

1. What is Peter's offer? *Including the finances and what he would bring to the company. Peter said that has a supply chain business that works with different brands, pushing brands into the market. He will also give assistance with supply chain, production and storage facilities.*

£70,000 for 25% of the business.

2. What is Touker's offer? Including the finances and what he would bring to the company.

Touker says that his background is manufacturing and marketing and that his team can open any door in the country.

£70,000 for 25% of the business.

3. What is Tej's offer? Including the finances and what he would bring to the company.

Tej says that he can add value in the international area and can help him bring awareness to his product.

£70,000 for 20% of the business.

4. What is Deborah's offer? Including the finances and what she would bring to the company.

Deborah says that she has four business with recycling at heart and so she can give him an authentic voice.

£70,000 for 15% of the business.

5. Robert asks the dragons with they would go Dutch. The dragons form two teams as follows.

Peter and Deborah: *£ 70,000 for 20 %*

Touker and Tej : *£ 70,000 for 20 %*

11. Before moving on discuss the following questions with your class.

- What do you think of the offers?
- Which do you think Robert will take?

12. Watch the end of the video.