

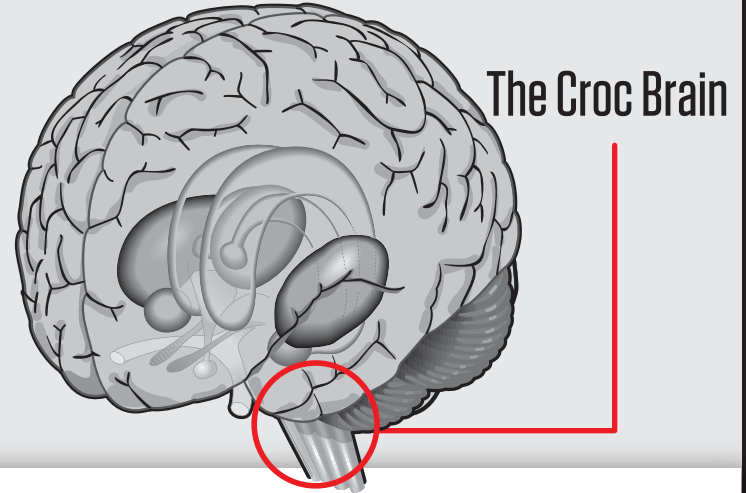


presents

A BETTER METHOD TO PRESENT & PERSUADE

1 Beware the Croc Brain: gatekeeper of the mind

Pitches are transmitted from the modern—and smart—part of the brain: the neocortex. But they are received by a part of the brain that is 5 million years older (and not as bright): the croc brain. The Croc brain is picky and a cognitive miser whose primary instinct is survival. It is going to ignore you if possible- and won't do a lot of work to hear about your idea.



2 Learn The **S. T R O N G** Method

SET THE FRAME

Every meeting, pitch and presentation is a social encounter that is governed by frames. Frames are a point of view, a perspective—a position. Frames don't combine or mix. They collide. The strongest frame always wins.

TELL THE STORY

When people make decisions, they often lapse into an analytical mindset, which can be your greatest obstacle to closing a deal. You must grab your audience's attention with a provocative narrative to create intrigue and keep their attention.

REVEAL THE INTRIGUE

It's easy for your audience to get distracted in the middle of your pitch. Get and keep your audience's attention throughout by provocatively using the forces of tension, including risk, danger and uncertainty—as well as time constraint.

OFFER THE PRIZE

You must understand how to turn the tables in any arrangement so your target is chasing you to win your attention and respect.

NAIL THE HOOKPOINT

Most final decisions are made on emotion, not logic. You must lay the final groundwork to get your audience fully emotionally engaged in your idea.

GET THE DEAL

The last few minutes of a meeting are the most critical. Most of us act "needy" at this point. You must master the art of pulling away.

3 Understand **THE GRAND ARCHITECTURE**

The Grand Architecture allows you to:

HAVE OPTIONS WHEN IT'S TIME TO CLOSE THE DEAL: If you get to closing table with only one buyer, you will be afraid to lose the deal. You need options at all times.

ERADICATE NEEDINESS: No matter how good you are, if you have a big deal you're trying to close, where it's high stakes, you are going to have to act needy. By running a very good process, you'll be able to defend your price and your terms.

BE IN A PROCESS: When you are in the middle of a deal, things you are constantly changing. It's easy to lose sight of the right thing to do. But when you are running good process, you know your mission, your objectives, your goal. Use The Grand Architecture to stay the course.

4 OVERCOME THE **SIX** PITCHING FLAWS

1 TOO MUCH TALK 2 TOO VAGUE/FUZZY 3 YOU SEEM NEEDY

4 GOING TOO SLOW 5 TOO SIMILAR TO OTHER PITCHES

6 NO FRAME TO PROVIDE CONTEXT

5 LEARN TO USE FRAME CONTROL
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